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ABSTRACT

This document presents the Fiscal Year (FY) 1990 report of Kansas' Pittsburg State University's (PSU) development program. The report addresses the annual fund, the campaign for distinction, the PSU foundation, and development plans for FY 1991. It includes an overview of FY 1990 activities and an executive summary. Among the findings presented are: (1) total private support for FY 1990 was $3,138,308 compared to $2,495,876 in FY 1989; (2) there were 3,410 alumni donors; (3) Foundation support amounted to $49,000 for FY 1990; (4) bequests accounted for $1,663,645 and business support came to $338,736; (5) the annual fund increased to $671,049 compared to $622,461 in FY 1989; (6) the PSU Foundation investment funds totalled $10,508,821 at the end of FY 1990, which included $1,500,000 in real estate holdings. PSU's development program ranked in the top 21% of peer institutions reporting to the Council For Aid to Education in FY 1989, and in the top 8% of those ranked by dollars raised per student. Appendices include annual development calendars, comparative Council For Aid To Education tables, Office of Research proposals and grants, bequests to the University, phonathon report, athletics capital campaign report, PSU Foundation by-laws and trustees, PSU endowment as a part of the FY 1989 study of the National Association of College and University Business Officers, and volunteers on University boards and advisory councils. There is also a report of the Student Recruitment and Retention plan for Pittsburg State University in Appendix 12. (Author/GLR)

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DEVELOPMENT ACHIEVEMENTS

FISCAL YEAR 1990

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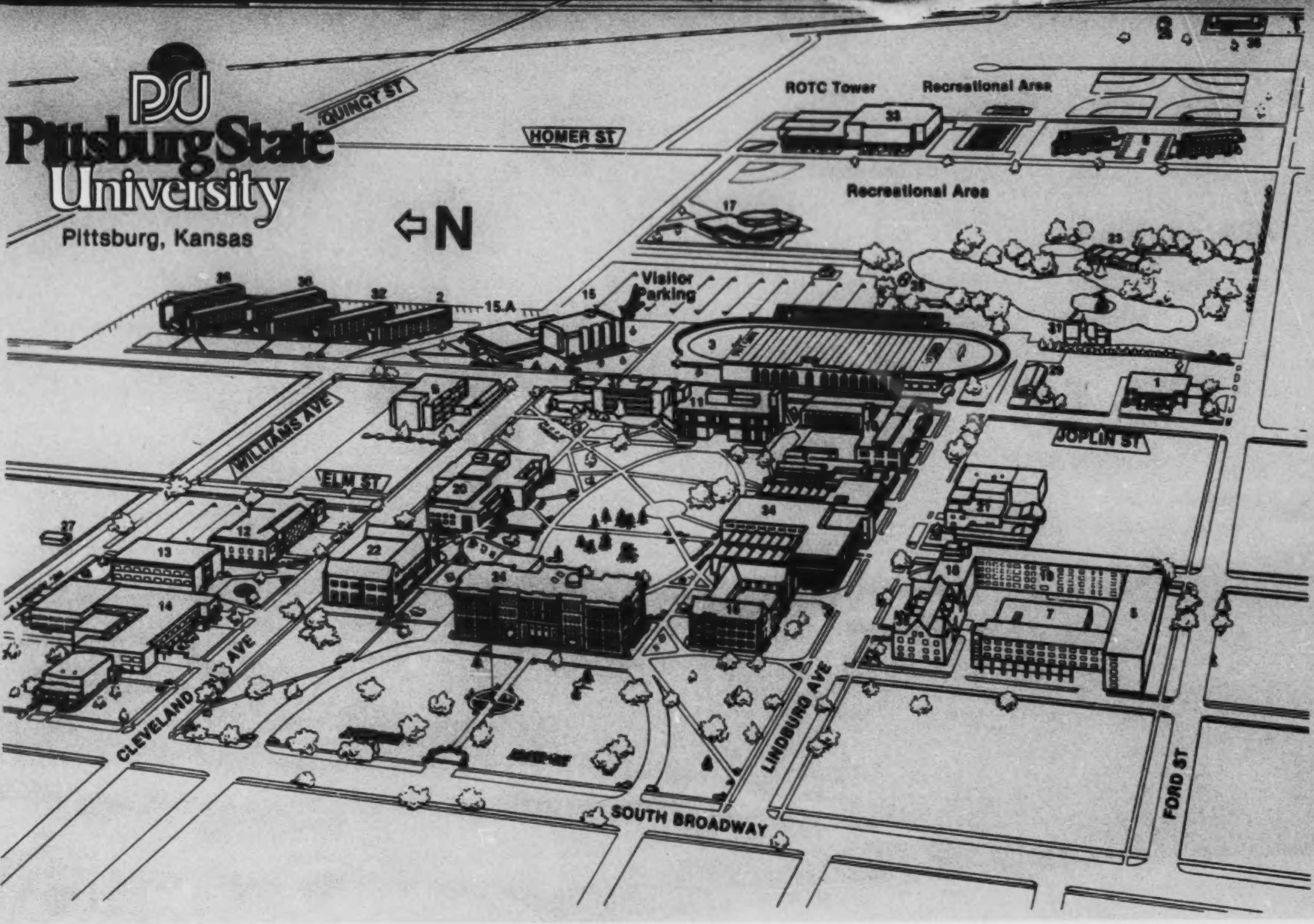
PITTSBURG STATE UNIVERSITY

PITTSBURG, KANSAS

PITTSBURG STATE UNIVERSITY DEVELOPMENT
ACHIEVEMENTS FOR FISCAL YEAR 1990

JOSEPH G. SMOOT
VICE-PRESIDENT FOR DEVELOPMENT

PITTSBURG STATE UNIVERSITY
PITTSBURG, KANSAS


PSU
Pittsburg State University
Pittsburg, Kansas
N
QUINCY ST
HOMER ST
ROTC Tower
Recreational Area
33
36
Recreational Area
17
23
Visitor Parking
15
15.A
28
30
32
2
35
37
3
1
29
JOPLIN ST
9
11
WILLIAMS AVE
ELM ST
20
21
34
27
12
13
22
24
10
19
14
16
7
8
CLEVELAND AVE
LINDBURG AVE
SOUTH BROADWAY
FORD ST

CAMPUS MAP

LOCATOR KEY ON BACK

1. Alumni Center
- Alumni Relations & Development
- Bulk Mail/Demographic Services
- PSU Foundation, Inc.

2. Bowen Hall
- Co-ed Residence Hall

3. Brandenburg Field
- Carnie Smith Stadium
- Prentice Gudgen Track
- August and Helen Rua Pressbox

4. Chandler Hall
- Home Economics-*Rm 101*

5. Dellinger Hall
- Co-Ed Residence Hall

6. East Campus Apartments
- Family Housing

7. Gibson Dining Hall
- Dining Room for all Residence Halls

8. Greenhouse

9. Grubbs Hall-College of Arts and Sciences
- Dean-*Rm 311*
- Communication-*Rm 434*
- Debate/Forensics-*Rm 210*
- English-*Rm 425*
- Foreign Languages-*Rm 428*
- Instructional Media Labs-*Rms 201-203*
- International Student Services-*Rm 405*
- Television Studio/Radio Lab-*Rm 215*
- Writing Center-R*m 101*

10. Hartman Hall
- Technical Education Center Programs
  - Air Conditioning/Refrigeration-*Rm 206*
  - Electricity-*Rm 214*
  - Electronics-*Rm 211*
  - Welding-*Rm 108*
- Industrial Arts and Technology Programs
  - Auto Body-*Rm 104*
  - Auto Mechanics-*Rm 106*
- Instructional Media-*Rm 332*
- Reserve Officers' Training Corps (ROTC)-*Rm 201*

11. Heckert/Wells Hall
- Biology-*Rm 228a*
- Chemistry-*Rm 104b*
- Herbarium-*Rm 301*
- Nature Quest-*Rm 327*
- Raptor Reach-*Rm 327*

12. Horace Mann Building
- Storage Facility

13. Hughes Hall-School of Education
- Associate Dean-*Rm 115*
- Center for Educational Services, Evaluation and Research-*Rm 110*
- Curriculum Laboratory-*Rm B6*
- Curriculum and Instruction-*Rm 201*
- Dean-*Rm 116*
- Psychology & Counseling-*Rm 112*
- Research Computer Lab-*Rm 113*
- Special Services and Administrative Studies-*Rm 110*
- Teacher Education Computer Laboratory-*Rm 316*

14. Gladys A. Kelce School of Business
- Academic Advisement (Kelce School)-*Rm 102*
- Accounting Lab-*Rm 209*
- Academic Computing Coordinator-*Rm 151*
- Accounting-*Rm 201*
- Business Administration-*Rm 110*
- University Computer Lab-*Rm 153*
- Dean-*Rm 101*
- Computer Science/Information Systems-*Rm 223*
- Economics, Finance and Banking-*Rm 211*
- *Journal of Management Issues-Rm 211*
- Management Information Systems (Computing Center)-*Rm 157*
- MBA Program Director-*Rm 101*
- Microcomputer Laboratory-*Rm 103*
- Technical Education Air Conditioning/Refrigeration Program-*Rm 013*

15. Axe Library
- Learning Resources Dean-*1st Floor*
- Government Documents Center, Haldeman-Julius Collection, Special Collections and Displays, University Archives-*3rd Floor*

15A. University Bookstore

16. McCray Hall
- Department of Music-*Rm 103*

17. McPherson Nurse Education Building
- Nursing-*Rm 101*

18. Mitchell Hall
- Residence Hall undergoing repairs

19. Nation Hall
- Women's Residence Hall

20. Overman Student Center
- Director
- Program Office
- Ticket Office
- Student Activities Council
- Student Government Association
- Collegio/KANZA

21. Physical Plant/Post Office
- Building & Grounds Maintenance
- Director-*Rm 100*
- University Car Pool/ Car Scheduling-*Rm 100*
- University Mail Room/Post Office

22. Porter Hall
- Art-*Rm 101*
- University Art Gallery

23. President's Home

24. Russ Hall
- Academic Affairs VP-*Rm 203*
- Admissions-*Rm 110*
- Budget-*Rm 209*
- Business-*Rm 230*
- Business & Fiscal Affairs VP-*Rm 204*
- Career Planning & Placement Services-*Rm 216*
- Cashier/Student Loans-*Rm 233*
- Continuing Studies-*Rm 215*
- Counseling Center-*Rm 134*
- Degree Check-*Rm 105*
- Enrollment Services-*Rm 109*
- Equal Oppor[illegible]ity & Affirmative Action-*Rm 232*
- Facilities Planning-*Rm 211*
- Financial Aid-*Rm 115*
- Graduate School-*Rm 108*
- History-*Rm 308*
- Honors College-*Rm 317A*
- Institutional Research-*Rm 212*
- Mechanical Engineering Technology-*Rm 404*
- *Midwest Quarterly-Rm 414*
- Personnel-*Rm 235*
- President-*Rm 204*
- Quick Print Services-*Rm 131*
- Public Affairs-*Rm 210*
- Purchasing-*Rm 231*
- Residential Programs-*Rm 112*
- Registrar-*Rm 103-106*
- Research: Graduate Studies & Research-*Rm 108*
- Residential Programs-*Rm 112*
- Social Science (geography, philosophy, political science, sociology, social work and pre-law programs)-*Rm 317*
- Strategic Planning-*Rm 204* (President's Office)
- Student Affairs-*Rm 115*
- Student Employment-*Rm 213*
- Student Support Programs-*Rm 134*
- Testing Center-*Rm 135*
- Undeclared Majors-*Rm 115*
- Veteran Certification-*Rm 103*

25. Shelter Houses

26. Shirk Hall
- Center for Technology Transfer
- Institute for Economic Development-*North Wing*
- KRPS FM-90-*South Wing*
- Psychology Clinic and Family Counseling Laboratory
- Surface Mining Section - Kansas Department of Health and Environment

27. Special Education

28. Storage House

29. Student Health Services
- Health Services
- Biofeedback

30. Tanner Hall/Tanner Annex
- Co-ed Residence Hall

31. Timmons Chapel

32. Trout Hall
- Co-ed Residence Hall

33. Weede Physical Education Building
- Health, Physical Education and Recreation-*Rm 240*
- Intercollegiate Athletics-*Rm 247*
- Intramurals-*Rm 171*
- Physical Fitness Center—Weight Room

34. Whitesitt Hall-School of Technology and Applied Science
- Engineering Technology (construction, electronics, manufacturing, plastics)-*Rm 200*
- HIX Commercial Screen Printing Laboratory-*Rm 216*
- Industrial Arts and Technology-*Rm 98*
- Printing-*Rm 120*
- Dean-*Rm 99*
- Printing Services-*Rm 120*

35. Willard Hall
- Assistant Dean for Technology & Applied Science-*Rm 115*
- Kansas Vocational Curriculum Center-*Rm 116*
- Technical Education Center-*Rm 215*
- Technical Education Department-*Rm 114*
- VICA/HOSA Office-*Rm 209*
- University Police & Parking Services-*Rm 103*

36. Wood Technology Building

37. Yates Hall
- Mathematics- *Rm 210*
- Physics-*Rm 307*
- L. Russell Kelce Planetarium-*Rm 100*

PSU
Pittsburg State
University

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EXECUTIVE SUMMARY

1. Total private support for Pittsburg State University for FY 1990 was $3,138,308 that included $3,052,577 received through the Foundation and $85,731 through the Office of Research. (8, 13)

2. Total private support for Pittsburg State University in FY 1989 was $2,495,876. Among 155 peer public comprehensive colleges and universities reporting to the Council For Aid To Education, PSU's total ranked 33rd in the nation (top 21%) while dollars raised per-student-enrolled ranked Pittsburg State University 13th (top 8%) nationally. Of those ranked ahead of PSU, only one had a smaller enrollment while the others were two, three, and four times as large. (8-10)

3. According to the most recent CFAE report, 3,058 alumni donors (10.83 percent of those solicited) made a gift to PSU compared to 15.60 percent nationally in peer institutions. For FY 1990, alumni donors increased from 3,058 to 3,410. This growth resulted in an increase in the solicitation percentage effectiveness ratio from 10.83% for FY 1989 to 11.71% in FY 1990. No national figures for FY 1990 will be available until the summer of 1991. (15-18)

4. Foundation support of Pittsburg State University amounted to $49,000 for FY 1990. Of that amount, $20,000 came to the Office of Research and $29,000 to the PSU Foundation. (19-20)

5. Bequests which were received during FY 1990 accounted for $1,663,645 of the total of $3,138,308 (53%). During the years 1980-1989, the University received $1,747,394 from 31 bequests. (27-28)

6. Business support in FY 1990 amounted to $847,081 (26.78%) compared to $643,457 for FY 1989. Nationally, the percentage of business support of the total funds received by all colleges and universities stood at almost 22.6 percent for FY 1989. (25-26)

7. The Annual Fund increased to $671,049 in FY 1990 compared to $622,461 in FY 1989. Of the $671,049, $85,731 came to the Office of Research and $585,318 to the Foundation. (31)

8. Local support (Crawford and Cherokee Counties) to the University (all categories) amounted to $408,923 which was a decrease from the two previous fiscal years due to funds designated for the stadium renovation project from local sources in those years. (33-35)

9. Faculty and Staff support of the University amounted to $72,328 in FY 1990 compared to $65,300 in FY 1989. Donors increased to 320 in FY 1990 compared to 255 in FY 1989. (36)

10. The Phonathon generated $183,770 in pledges in FY 1990 compared to $164,971 in FY 1989. The twelve-year record of funds pledged through the Phonathon totaled $1,298,504. (38-40)

11. The Athletic Fund for current operations increased from $117,153 in FY 1989 to $129,772 in FY 1990. The Athletic Endowed Scholarship Fund increased from $281,475 in FY 1989 to $328,943 in FY 1990. (41-45)

12. The $10,004,778 raised in the Campaign For Distinction exceeded the goal of $9,844,000. Major results of the Campaign For Distinction include an endowed banking chair in the School of Business, faculty development funds, and major increases in scholarship funds. The Campaign also generated capital funds for the 100,000-watt public radio station (KRPS-FM 90), and the renovation of Carnie Smith Stadium. (46-50)

13. The Pittsburg State University Foundation Investment Funds (Market Value) amounted to $9,008,821 at the end of FY 1990 compared to $7,118,231 at the end of FY 1989. Total Foundation assets stood at $10,508,821 which includes real estate holdings valued at $1,500,000. The Funds increased through additions and earnings from $3,264,859 in FY 1986 when the United Missouri Bank, Kansas City, was engaged as investment manager of the portfolio. Foundation investment funds have increased in six years (FY 1985-FY 1990) from $2,162,914 to $9,123,079 (422%). In a comparative study of the 155 comprehensive colleges and universities reporting to the Council For Aid To Education for FY 1988, the Pittsburg State University Foundation ranked 29th (top 18.709%) in total size and 16th (top 10.132%) in terms of dollars of investment funds for each enrolled student. For FY 1989, the PSU Foundation ranked 26th (top 16.77%) in total size and 15th (top 09.67%) in dollars of endowment per student. (51-55)

14. The development report for FY 1989, Development Achievements at Pittsburg State University For Fiscal Year 1989, was published by the Educational Resources Information Center (ERIC) at George Washington University and became a national resource for development information. ERIC has published the last three PSU development reports. (1-2)

INTRODUCTION

John Silber in his book Straight Shooting: What's Wrong With America and How To Fix It (New York: Harper & Row, Publishers, 1989), 171, declares that "the crisis in financing higher education has been building quietly but relentlessly over the last decade." Writing from the perspective of private higher education, he proposes public programs to assist private institutions. Conversely, public colleges and universities have turned increasingly to the private sector through development programs for the margin of support needed to help students pay tuition bills and provide them with a quality education.

Pittsburg State University Development Achievements for Fiscal Year 1990 is the seventh report prepared by the Vice-President for Development and Public Relations. This report includes an overview of the development program with an analysis of the achievements in FY 1990 as compared with 155 other comprehensive public universities reporting to the Council For Aid To Education. Special treatment is given to the annual fund and the capital campaign in the report as well as the Pittsburg State University Foundation. A careful analysis and evaluation of the data contained in previous reports has aided the Office of Development in refining its statistical information.

The sixth annual report, Development Achievements at Pittsburg State University For Fiscal Year 1989, was published in the Educational Resources Information Center

(ERIC) Microfiche Collection and indexed in Resources in Education (George Washington University: Clearinghouse on Higher Education, June, 1990), ED314970.

Pittsburg State University has been securing private support for thirty-nine years since the organization of the Endowment Association in 1951. The Division of Development and Public Relations came into being in the summer of 1984. In 1985, the Alumni Foundation, which was established in 1970, and the Endowment Association merged into the Pittsburg State University Foundation. In 1986, the PSU Foundation employed the United Missouri Bank, Kansas City, to manage Foundation assets. Investment funds have increased five-fold during this period.

In 1984, the University president appointed the Vice-President for Development, Dr. Joseph G. Smoot, to lead a University-wide marketing study which resulted in the report, Challenging the Future: The University Marketing Report 1985. This report set the direction in subsequent years for enrollment management, development, and the University's public image and was published in the Educational Resources Information Center (ERIC) Microfiche Collection and indexed in Resources in Education (George Washington University: Clearinghouse on Higher Education, February, 1988), ED286395.

In 1990, the University president asked Dr. Smoot to chair a University Student Recruitment and Retention Committee. The committee met during the spring and summer of 1990 to formulate the Pittsburg State University Student Recruitment and Retention Plan. That plan, in Appendix 12, established a mission statement, developed goals, and devised objectives and strategies to achieve the mission and goals. Moreover, it set deadlines to accomplish various tasks and identified the person responsible to complete each individual strategy.

For the past six years (Fiscal Years 1985-1990), the University has reported on its development program to the Council For Aid To Education (CFAE). In 1984 about one-third of the public comprehensive colleges and universities, that are members of the American Association of State Colleges and Universities, reported to CFAE. In 1989, about one-half of these colleges and universities reported to CFAE. That alone tells the story of the increasing determination of public comprehensive institutions to seek private resources to supplement their public support. Reporting to the Council For Aid To Education signifies that the University is serious about its efforts. Planning and evaluation with peer comparisons enables the University to achieve its objective of a strong private-support program.

The entire Division of Development and Public Relations has worked untiringly to achieve success in Pittsburg State University's development program. The Office of Alumni Relations fosters a number of programs that contribute to donor awareness of University needs. The Alumni Chapter meetings and the Half Century Reunion, as well as the regular class reunions, all add to the total program of securing private resources for the University. The Office of Alumni Relations appointed a Director of Memberships in FY 1990 to increase the number of Alumni Association members. The Director has established a number of strategies to secure additional members.

The Office of Public Relations aids the development program in the preparation of materials, the reporting of the events and success stories, and in countless other ways. The Office of Public Relations has instituted a comprehensive publication program for the University. Newsletters have been established for three of the schools as well as for athletics. Of special note is the Pittsburg State University Magazine first published in FY 1990 and mailed to all donors and members of the alumni association. During FY 1991, the magazine will be published twice and a new publication, the Pittsburg State University Report: A Newsletter for PSU Alumni and Friends, will appear twice yearly to report to all alumni about the University, its students, faculty and staff, and alumni.

The development staff of truly professional people contribute technical and professional skills to the daily operation of the program. The Foundation News, the news letter of the Pittsburg State University Foundation, gave tribute in the summer of 1990 to about 1,000 volunteers who assisted the University in its development activities in FY 1990. These included volunteer solicitors in various campaigns, members of advisory councils, and other volunteers who performed a myriad of services. Notable among these volunteers are two retired University professors who direct alumni chapter relations and student scholarships. A successful development program requires the knowledge and skills of many people. Pittsburg State University is fortunate indeed to have an abundance of talented people, both full-time professionals and volunteers, to further private support.

The paramount objective of Pittsburg State University's development program is to provide funding beyond the state support in order to distinguish the University among its peers in the United States. That worthy ideal provides a challenge to the private donor to assist the University in fulfilling its mission. It also serves to challenge those who strive to serve the University in the rewarding efforts of securing ever increasing resources to meet the growing needs of a thriving educational enterprise.

Abraham Lincoln observed once that "things may come to those who wait, but only the things left by those who hustle." Pittsburg State University has chosen not to wait. Instead, the University has decided to be a leader in private support of public higher education in America. This report reveals the success of the University in achieving this worthy ideal.

Joseph G. Smoot

Pittsburg, Kansas
July 1, 1990

AN OVERVIEW OF FY 1990 DEVELOPMENT ACTIVITIES

Fiscal Year 1990 continued Pittsburg State University's record of surpassing $2 million in private support for the fourth consecutive year. Indeed, it was the first year that the University exceeded $3,000,000 in private funding. At the annual meeting of the Pittsburg State University Foundation on July 6, 1990, Dr. Joseph G. Smoot, Vice-President for Development of the University and Executive Director of the Foundation, announced that total funds received for FY 1990 amounted to $3,138,308. Of this sum, the Office of Research generated $85,731 in private support.

Total private support for the University for FY 1989 was $2,495,876. Of that total, $2,367,404 was received through the Pittsburg State University Foundation and $128,472 through the Office of Research. The University gratefully acknowledges the thousands of donors who believe in Pittsburg State by publishing their names in the autumn issue of the Pittsburg State University Magazine.

In November, after the end of the fiscal year on June 30, the University submits a report of private support to the Council For Aid To Education (CFAE). The Council compiles these reports by types of institutions and publishes the following summer a combined report, Voluntary Support of Education. Comparative data from this CFAE report is always a year old when used to measure the effectiveness of a development program.

The University's record of $2,495,876 for FY 1989 ranked Pittsburg State 33rd in the country among 155 regional public colleges and universities reporting to the CFAE that year. The $2,002,536 reported for FY 1988 ranked Pittsburg State University 35th among the 155 regional state colleges and universities reporting to CFAE.

In Appendix 2, 155 CFAE public comprehensive institutions are listed according to Total Dollars Raised, Dollars Raised Per Student, and Enrollment for FY 1989 (Tables 1, 2, 3, and 4). Pittsburg State's $2,495,876 received in FY 1989 gave the University a comparative ranking of 33rd (top 21 percent) among the 155 institutions. In analyzing the dollars received per student, Pittsburg State University ranked 13th (top 8 percent) among the 155 institutions. In total enrollment, Pittsburg State University ranked 97th among the 155 institutions.

Of the institutions ranked ahead of Pitt State's 33rd position in Total Dollars Raised, only one had a smaller enrollment than Pitt State, six were slightly larger, eight were at least twice as large; of those remaining institutions ranked above PSU, five were three times as large, six were four times as large, and six were five times as large. Most institutions ranked higher than Pittsburg State University not only have larger enrollments and more alumni, but also are generally located in urban areas with greater access to broader corporate and foundation support.

Pittsburg State University has formally selected six peer regional public universities for comparative purposes with respect to state funding. These universities, located in all areas of the United States, serve as peers because they have similar programs to those at Pitt State. The peer universities are Northern Arizona University, Western Carolina University, Murray State University, Eastern New Mexico University, Central Oklahoma University, and Eastern Washington University.

Three of these Universities (Western Carolina, Murray State, and Eastern Washington State) reported to the Council For Aid To Education for FY 1989. The record of these universities reveals that none of the three secured more funds than Pittsburg State University. All three are larger in enrollment but Pittsburg State University raised more dollars per student than any of the three peer universities. Pitt State's $444.97 per student exceeds Western Carolina's $275.26, Murray State's $201.47 and Eastern Washington State's $65.47 by a significant margin in measuring the impact of the private resources on the institution. It is gratifying to know that Pittsburg State University has a stronger development program than any of its peer universities.

Resource development for American higher education has become one of the most important occurrences in recent years. Regular sources of support, whether from sponsoring organizations, tax dollars, or endowment income, have been unable to do much more than keep funding at a status-quo level. Some slippage has occurred perhaps more in the private sector than in the public with the support uneven in both areas. Some private and public institutions have fared rather well, others have not.

All development activities at Pittsburg State University have been focused on two major efforts. These are the Annual Fund and the Capital Campaign called the Campaign For Distinction. The Office of Development has prepared a statement, in Appendix 3, that describes how these two programs actually function. The development report format for Fiscal Year 1990 will reflect the emphasis given to the Annual Fund and the Capital Campaign.

The Annual Fund is sub-divided into the University Fund and the Athletic Fund. For the University Fund, the Development Office conducts a Community Campaign in November (includes campaigns for faculty and staff as well as for the community), a Direct Mail effort with three basic mailings, and the Phonathon occurring in February and March. The Department of Music's yearly appeal is also included in Annual Fund efforts. The Athletic Fund receives support from a spring Community Campaign, solicitation of lettermen, the Athletic Association, the annual Gorilla Golf Day, and other special fund-raising efforts.

The Office of Development successfully completed the Campaign For Distinction during the 1990 Fiscal Year. Pittsburg State University had never attempted a capital campaign before launching this effort in the spring of 1986. The Campaign passed the goal of $9,844,000, reaching $10,004,776. A separate section on the Campaign For Distinction will be found elsewhere in this report.

Table 1 gives the total gifts to Pittsburg State University for the past ten years by gift types. The three types are current, endowment, and capital gifts. It should be noted that current funds provide support for student scholarships, faculty research and professional development, equipment, and other educational needs that can only be met through private funds.

The Current Fund posted an impressive record in FY 1990; the $585,313 was the largest amount ever received by the Office of Development. The Director of Annual Giving provided outstanding leadership to accomplish this achievement. When the funds secured by the Office of Development and the Office of Research are combined, the total of $671,049 continued the climb toward the $1,000,000 the Office of Development projects for the Current Fund. Endowment reserves include both permanent and quasi-endowment accounts. The amount added to the endowment fund in FY 1990 continues to be a strong component of the development achievements. In-kind gifts have largely gone to the School of Technology and Applied Science. It would be difficult to imagine how the faculty in this School could offer its programs without having developed this substantial equipment support. This is particularly true of the Department of Printing.

TABLE 1
TOTAL PRIVATE FUNDS RECEIVED

Fiscal Year	Total Gifts	Current	Current Research	Endowment	Capital Purpose	In-Kind
1980	411,315	241,647		147,207		22,461
1981	603,675	165,112		347,274		91,289
1982	1,106,388	181,338		767,969		157,081
1983	495,316	266,512		178,885		49,919
1984	889,421	311,904		121,002		456,515
1985	1,329,986	344,664		501,133		484,189
1986	1,360,730	496,345		287,308	81,162	495,915
1987	2,067,069	399,643		1,040,090	60,002	567,334
1988	2,002,536	495,567	171,628	800,191	65,001	470,149
1989	2,495,876	493,989	128,472	1,339,846	220,602	312,967
1990	3,138,308	585,318	85,731	1,958,914		508,345

Of the $3,138,308 total in private University funding, $85,731 was received through the Office of Research. Table 2 records the sources and amounts for these private funds which came to the University to support instruction and research. This is the third year that the Office of Development has reported these funds secured from private sources to the Council For Aid To Education. Appendix 4 provides a complete report on Office of Research Proposals and Awards. The Office of Research receives contract and grant funding primarily from government agencies although some support comes from the private sector.

TABLE 2
OFFICE OF RESEARCH PRIVATE SUPPORT FOR FY 1990

Organization	Date Of Grant	Amount Of Grant
Corporations/Business		
Black and Veatch	5/90	$ 39,536
Society of Manufacturing Engineers	6/90	17,195
Society of Steel Foundrys	5/90	9,000
Total FY 1990		$ 65,731
Foundations		
Helen Fuld Health Trust	7/89	$ 20,000
Total FY 1990		$ 20,000
Total Corporations/Business and Foundations		$ 85,731

Table 3 identifies the sources of the $3,052,577 in private funds secured by the Office of Development with comparative data for Fiscal Year 1989 according to

TABLE 3
SOURCE OF PRIVATE FUNDS

Source	Total Funds 1989	Total Funds 1990
Alumni	$1,216,238	$2,112,695
Parents	350	700
Others	574,219	312,276
Foundations	30,432	29,000
Corporations/Business	470,969	521,280
Corporations/Business Matching	52,311	60,890
Religious Organizations	100	100
Other Organizations	22,785	15,636
Total	$2,367,404	$3,052,577

categories established by CFAE. Sizable increases were registered in gifts from individuals that included alumni and business which offset the declines in support from the category of others.

An analysis of the sources of Pittsburg State University funds will enable us to make comparisons in these categories with other regional comprehensive institutions reporting to CFAE. The following appraisal of the sources of the University's private support conforms to the same categories listed in Table 3.

Alumni. All donors to the University are important in securing maximum private funding. Alumni donors form the nucleus of all University private support. The weekly reports identify all donors individually with gift amounts. The Office of Development must continue to improve donor classification and tracking. A large percentage of the total dollars secured from private sources comes from donors who give $100 or more. These individuals have demonstrated their interest and commitment, and the University has a rich resource in these friends.

Table 4 records information about the number of alumni of record, those solicited, the number who responded, and the solicitation effectiveness expressed in the percentage of donor respondents. Through FY 1989, national comparisons are possible. Beginning with FY 1988, the alumni of record figure was defined in counsel with CFAE as the alumni who can be reached. The 32,562 alumni who have received degrees

TABLE 4
ALUMNI DONORS

Year	Alumni Record	Alumni Solicited	Alumni Donors	Effectiveness PSU	Effectiveness Others
1985	35,865	28,697	3,547	12.36	12.20
1986	37,065	29,847	3,630	12.16	12.40
1987	38,365	28,810	3,843	13.34	13.60
1988	33,601	25,343	3,134	12.37	15.60
1989	31,594	28,248	3,058	10.83	15.60
1990	32,562	29,121	3,410	11.71	

from Pittsburg State University or attended the University do not include spouse alumni, deceased and lost individuals, and international alumni who do not have United States postal addresses.

According to some estimates, there are about 3,400 deceased alumni, plus about 4,000 vocational technical graduates. The Office of Development needs to devise a method of tracking alumni donors who only attended the University but have never received a degree. The alumni of record figure has varied considerably in the years that this comparative study has been made. Apparently, the figures relating to alumni of record may not be reliable. One complication is that when two alumni donors live at the same address, only one is counted. Until considerable research can be accomplished to determine the total number of alumni, those who are deceased, those who are lost, those living permanently outside the United States, and the vocational graduates, the Office of Development cannot properly analyze these figures. This information needs to be reviewed.

Using the data available during the past years, we discovered that for FY 1985, Pitt State exceeded the national average of 12.20% of alumni givers compared to alumni solicited for public comprehensive colleges and universities with 3,547 alumni donors and a solicitation effectiveness of 12.36%. For FY 1986, the solicitation effectiveness declined to 12.16% compared to 12.40% for all public comprehensive institutions. In FY 1987, the percentage of solicitation effectiveness of 13.34% still remained below the national average of 13.60% for public comprehensive institutions. In FY 1988, the Pittsburg State solicitation effectiveness dropped sharply to 12.37% compared to a rather marked increase in public comprehensive institutions to 15.60%. In FY 1989, the University's solicitation effectiveness declined still further to 10.83% while the national average for public comprehensive institutions remained at 15.60%. For FY 1990, the solicitation effectiveness percentage of PSU alumni increased almost one percent.

Figuring the solicitation effectiveness, during the Fiscal Years, 1985, 1986, and 1987, may not be accurate for the totals used for alumni donors during those years may include donors other than alumni. That would lower the percentage more in keeping with the past two years. For FY

1990, alumni donors increased to 3,410 which represented about a 9% increase over the 3,058 alumni donors in FY 1989.

Clearly, Pittsburg State University has not effectively solved the problem of increasing the percentage of its alumni donor support. Alumni giving is one of the few untapped potential sources for Pitt State. To realize more significant results, the Director of Annual Giving has consolidated current annual fund initiatives and will add new programs to increase alumni support. Another approach to strengthen annual giving will be through a new membership program instituted by the Office of Alumni Relations. A director of Alumni Memberships has been appointed to expand the University's marketing effort in securing more members for PSU's Alumni Association. Some progress has been made toward helping students (seniors) to understand what their responsibilities are in supporting the University after graduation. The Student Alumni Association is at its strongest level at present.

Parents. Pittsburg State University does not have an active parent's program. The University does sponsor a Family Day in the autumn in conjunction with a home football game. The Office of Development needs to identify the second and third-generation students through alumni research and plan special strategies in approaching them. Families committed to the University over several generations make strong supporters. It is imperative that the University experiment with a parent support program.

Others. The University is extremely fortunate to have a good base of support from non-alumni individuals. Table 3 reveals that this group gave $312,276 to the University in FY 1990 which was 10.2 percent of the total funds received. These individuals gave $105,612 for current operations, $126,901 for endowments, and $79,763 in gifts in-kind. In FY 1989, non-alumni individuals gave $574,219 which represented 23.01% of the total funds received from private sources that year.

Foundations. Pittsburg State University has not attracted significant Foundation support. As has been demonstrated in previous reports, Foundation resources in Kansas are minimal. They are practically non-existent in southeast Kansas. Competing with research universities and private institutions for national foundation dollars is extremely difficult for Pittsburg State University.

Increasingly, Pittsburg State University must enter this competition for Foundation support. Some of the new Institutes and Centers may launch innovative programs that will attract Foundation support. The research into Foundation giving patterns, the identification of potential University projects, and the preparation of proposals require the skills of a professionally qualified Director of Foundation Grants. PSU's program has not grown to the extent to warrant such an investment.

The University, through the Office of Development, has received $246,129 from Foundations since 1980. Of that total, $204,734 or 83.01 percent has been received in the last six fiscal years as well as ten of the twelve largest gifts. Moreover, it should be noted that Foundation gifts of $5,000 or more are recorded in the Foundation Grants Index which gives visibility to colleges and universities that attract such support. Foundation grants are in a certain sense an index of quality when measuring universities. It is for this reason, among others, that Pittsburg State University should expand its efforts to attract more Foundation dollars.

TABLE 5
FOUNDATION GIFTS

Fiscal Year	Amounts	$ 5,000 and Above Gifts
1980	$ 8,200	1
1981	11,450	1
1982	4,500	0
1983	9,895	0
1984	7,350	0
1985	32,475	2
1986	18,250	1
1987	22,575	1
1988	72,002	3
1989	30,432	1
1990	29,000	2
	$246,129	12

Corporations and Businesses. Pittsburg State University continues to build on a growing relationship with business and industry to foster integral connections for the welfare of the University's faculty and students. Opportunities for faculty experience through consulting and research creates a favorable tie to the work place. Moreover, the teaching of special courses in the corporate setting is another link to the business world. Student internships and job placement in productive business careers adds to the inseparable ties that must exist between a university and the economic institutions that make the fabric of modern society.

Pittsburg State University has developed the components of a successful corporate relations program. This includes extensive use of the advice of business and industry leaders on University advisory committees. The involvement of the faculty in various corporate settings makes the interchange flow both ways. University leadership in economic development efforts in Pittsburg and the region contributes a significant factor. Through the leadership of President Donald W. Wilson in Pittsburg NOW, the establishment of the Institute of Economic Development, and the development of the Center for Technology Transfer in the School of Technology and Applied Science, the University has strengthened linkages to the business community.

Support for PSU from business and industry comes through matching gift programs, direct grants to the University of both a restricted and unrestricted nature, and in-kind gifts.

The Matching Gift Program forms a vital component of the University's development program. The Council for Advancement and Support of Education (CASE) serves as the national clearinghouse for corporate matching gift information. Each year CASE publishes an extensive report giving information about matching gifts. The Office of Development makes good use of this information, especially in the phonathon conducted in February. Table 6 gives a comparison of matching gift support for the past six years.

TABLE 6
A FIVE-YEAR COMPARISON OF MATCHING GIFT SUPPORT

	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990
Number of Gifts	444	410	396	348	341
Number of Companies	116	131	118	112	118
Dollars	$67,776	$82,230	$68,446	$52,311	$60,890

For FY 1990, 118 companies matched 341 gifts for a total of $60,890. This constituted the second highest number of companies in the past five years. The matched gift funds received in FY 1990 were the second lowest in the last five years. The average matched gift for FY 1990 was $178.56 compared to $150.32 in FY 1989. FY 1988 matched gifts of $68,446 declined almost $14,000 from the $82,230 for FY 1987 and was only slightly more than the $67,776 received in FY 1986. The 118 matching gift companies that supported the University in FY 1990 increased slightly over the 112 companies in FY 1989 and were the same number recorded in FY 1988. The highest total of matching gift companies were 131 in FY 1987. The 444 matched gifts in FY 1986 made that the peak year.

The 155 comprehensive public institutions reporting to CFAE in FY 1989 averaged $32,924 each in matching gift support compared to $27,682 in FY 1988. The average matched gift in FY 1989 was $169 compared to $161 in FY 1988. Pittsburg State secured almost twice as much in matching gift funds as the average public comprehensive institution in FY 1989. The average matched gift for Pittsburg State University in FY 1989 amounted to $150.32 compared to $178.97 in FY 1990. Because many companies match gifts at a ratio of two or three dollars for every employee dollar, the average match is estimated to be about one third more than the employee's gift. Pittsburg State University does very well in securing matching gifts. The Office of Development, however, needs to monitor this program to make certain that qualifying donors know that their gifts can be matched. A review of the matching gift program will be conducted in the spring of 1991.

In FY 1988, 225 companies gave $219,541 in cash for current operations and endowment funds. In addition, the Office of Research generated $132,583 in private support for current operations for a total of $352,124. The results for the fiscal year just completed indicate a larger number of companies that made gifts but a decline in gift income. In FY 1989 the University received $188,677 in cash gifts for current operations and endowment funds from 256 companies. The Office of Research generated another $120,177 for current operational support which resulted in cash business support of $308,854, excluding matched gift income. For FY 1990, 319 businesses gave $212,115 in cash which was a 12.4% increase over FY 1989 and slightly less than the FY 1988 total. The Office of Research produced $65,731 in business support which brought the FY 1990 total to $277,846.

The primary base for this business support comes from Pittsburg through the autumn community campaign and the spring athletic scholarship drive. Other major business support comes from Phillips Petroleum Corporation. All in all, the local community campaign appears to be effective in its organizational approach of uniting community friends and University personnel in a joint fund-raising effort for Pittsburg State.

This particular area of PSU's development program can be expanded even more. Contacts with larger companies in southeast Kansas and elsewhere will return increasing financial assistance. Expansion of contacts and emphasis on larger gifts from regular contributors will produce more support from the business community in the years ahead. The addition of fund raising for KRPS-FM will attract additional business commitments. The Office of Development plans to review business support for FY 1990 and FY 1991.

The third area of business support to Pittsburg State University is through in-kind gifts. Companies and individuals gave in-kind gifts to Pittsburg State University in FY 1990 valued at $508,345 compared to $495,915 in FY

1986, $567,344 in FY 1987, $470.149 in FY 1988, and $312,967 in FY 1989. The in-kind gifts included acquisitions of valuable equipment and other items to support the academic programs. According to the FY 1989 report, Voluntary Support Of Education, 1988-1989, public comprehensive universities reported in-kind gifts totaling $26,434,000 for an average of $172,771 for each institution compared to a total of $31,652,000 for an average of $204,206 for each institution in FY 1988. Over-all, gifts of company products and surplus property and equipment, down from FY 1988 levels, totaled $256 million constituting 16 percent of the total corporate support for American higher education for FY 1989 compared to $286.7 million, constituting 18 percent of total corporate support for FY 1988.

In FY 1990, 112 companies and individuals gave in-kind gifts valued at $508,345 compared to 72 companies who gave $312,966 in FY 1989. Companies and individuals that supported the University through in-kind gifts have made an important contribution to higher education. Larger in-kind gifts included $185,000 in microcomputers from AT&T, $113,000 for the all-weather track, several automobiles for the automotive technology program, and many other items including equipment and library books.

In summary, the total cash and in-kind contributions Pittsburg State University received from corporations and businesses for FY 1990, including Office of Research grants, amounted to $847,081 compared to $643,457 for FY 1989 and

$826,184 for FY 1988. For FY 1988, this amounted to 41.26 percent of the total funds received; for FY 1989, total business support amounted to 25.78 percent of total funds received, and for FY 1990, it was 26.98 percent of the total funds received. As reported in Voluntary Support Of Education, 1988-1989, corporate grants for all institutions constituted almost 22.6 percent of the total support received by all participants, about the same as the amount in FY 1988, and slightly ahead of the 21 percent in FY 1987. This source of development funds will be a continuing anchor for private support for the University.

Religious Organizations. Pittsburg State University does not actively seek gifts from religious organizations but does receive minor gifts periodically.

Other Organizations. In this category, the University receives occasional cash gifts from various professional groups, usually for a current scholarship funds or other specific purposes.

Planned Gifts. The Office of Development added a new position, the Director of Planned Giving, at the beginning of FY 1987. The first Director resigned shortly after the end of FY 1988. During the two years, several achievements included the following.

> Identification of all past bequests to the University in order to have a complete record of these special gifts.
>
> Identification of the University alumni who graduated before 1950, selected other alumni who graduated later than 1950, and friends of the University who may

identify with this program in some way as the target group for marketing the planned giving program.

Development of a set of guidelines to be used in the various types of planned giving.

Initial marketing efforts through the regular distribution of special literature describing the University's programs to the target groups.

Solicitation efforts in the first year resulted in several different types of planned gifts including a unitrust, a life insurance gift, and new bequest expectancies. Unfortunately, the actual field work in the program did not progress as rapidly as anticipated in the second year.

The planned giving marketing effort began in 1987 with the purchase of quarterly direct mailings. These mailings continued until January 1989. The responses provide a valuable pool of individuals interested in making a possible planned gift to the University.

Table 7 provides an eleven-year comparison of the record of bequests received, and the full record is in Appendix 8. The University received its first bequest in 1957. From 1957 to 1970, the University received $30,670 from six persons. From 1970 to 1979 (through FY 1979), the University had realized a total of $566,228 from 14 persons. The first large estate was from Dorothy M. McPherson for $463,439 in 1973. Beginning with FY 1980, the University received more substantial amounts from planned giving. From 1980 to 1989, the University received $1,747,394 from 30 bequests. In FY 1990, the University received bequests amounting to $1,633,645 from individuals.

TABLE 7
AN ELEVEN-YEAR COMPARISON OF BEQUESTS

Fiscal Year	Amount
1980	$ 211,000
1981	78,000
1982	106,737
1983	75,097
1984	81,673
1985	8,590
1986	106,555
1987	206,435
1988	389,882
1989	483,425
1990	1,663,645
Total	$3,411,039

A significant research effort in the form of a "wills survey" was completed in FY 1988. The response to the questionnaire, sent to approximately 3,800 alumni, provided valuable information about bequests and trust benefits destined for the University. Sixteen respondents indicated that they had included Pittsburg State University in their wills. Of these sixteen, five were "discoveries" and eleven were confirmations. Those who responded as "discoveries" estimated a total of a quarter of a million dollars in bequest expectancies. A program needs to be designed to continue systematic contact with all persons identified as donors through estate planning.

The Office of Development has worked with individuals who have established life insurance gifts which seems to be a promising area for the Foundation. More needs to be done to market this particular form of giving to the University.

Although the University's planned giving program will not emphasize primarily this form of giving. Another initiative of the Office of Development was the establishment in FY 1989 of a Pooled Income Fund. This option offers some donors a possibility of providing for their heirs while ultimately benefiting the University. Income from the management of the Pooled Income Fund can provide substantial assistance in supporting the planned giving program for the Foundation.

Two years ago, the University prepared a packet of materials to give to local attorneys and CPA's to make the University's planned giving program more visible to these potentially helpful professionals. The packet included a planned giving booklet which provided an overview of the program. This program should be continued with a distribution set for FY 1992.

The Office of Development also conducted in the previous two years a regular quarterly mailing to all graduates of the University prior to 1950. A number of contacts resulted from interested responses. Working with the Charitable Planning Corporation, the Office of Development has offered a wealth replacement program that will help some donors make larger charitable gifts and still keep a large portion of their estate intact for their heirs. A number of contacts in FY 1990 have resulted in additions to the University's bequest expectancies.

The Director of Planned Giving position became vacant in August, 1988. The Vice-President for Development operated the planned giving program through a staff committee in FY 1989 and FY 1990. The Vice-President will continue to operate the program at least through FY 1991.

THE ANNUAL FUND

The Pittsburg State University Annual Fund has become an established component of the development program. The University depends on the Fund to finance on-going educational needs including current scholarships which constitute one of its major contributions. The following comparative report shows the record of the Annual Fund for the past thirteen years.

TABLE 8
ANNUAL FUND RECEIPTS

Year	Foundation Funds	Dollar Increase	Percent Increase (Decrease)	Research Funds	Dollar Total (Decrease)
1978	67,000				67,000
1979	90,000	23,000	34		90,000
1980	111,000	21,000	23		111,000
1981	152,000	41,000	37		152,000
1982	181,000	29,000	19		181,000
1983	264,000	83,000	46		264,000
1984	315,000	51,000	19		315,000
1985	402,130	87,130	28		402,130
1986	496,345	94,215	23		496,345
1987	399,643	(96,702)	(24)		399,643
1988	495,567	95,924	24	171,628	667,195
1989	493,989	(1,578)	(1)	128,472	622,461
1990	585,318	91,329	18	85,731	671,049

The Annual Fund increase to $585,318, which was an increase of 18.42% over FY 1989, broke a pattern established in 1986. The Fund increased to $496,345 in FY 1986, a 23% increase over the previous year. In FY 1987, the Annual Fund decreased by 24% to $399,643. In FY 1988, it posted a gain of 24% to $495,567 and remained at that level in FY 1989 with $493,989. For three years, the Office of Research receipts have been included in the Annual Fund which brought the total over $600,000 for each of the three years.

Table 9 provides an analysis of the Annual Fund receipts by purpose. The Annual Fund total of $495,567 for FY 1988 included $147,085 in unrestricted support, $225,998 restricted, and $121,669 restricted to athletics. Of the $493,989 Annual Fund receipts for FY 1989, $158,561 was unrestricted, $181,452 restricted, $117,153 restricted to athletics, and $36,823 restricted to KRPS FM 90. For FY 1990, the total of $585,318 included $175,872 unrestricted, while $234,985 was restricted, $129,772 restricted to athletics, and $44,689 restricted to KRPS. For comparison, the $175,872 unrestricted in FY 1990 was an increase of 10.92% over the $158,561 in FY 1989. In FY 1988, unrestricted funds were $147,085 compared to $159,154 in FY 1987, and $136,633 for FY 1986.

TABLE 9
A FIVE-YEAR COMPARISON OF THE ANNUAL FUND BY PURPOSE

Year	Annual Fund	Unrestricted	Restricted General	Restricted Athletics	Restricted KRPS
1986	496,345	136,633	291,067	68,645	
1987	399,643	159,154	176,599	63,890	
1988	495,567	147,085	225,998	121,669	815
1989	493,989	158,561	181,452	117,153	36,823
1990	585,318	175,872	234,985	129,772	44,689

The need exists to increase the unrestricted funds to continue to support more strongly such University activities as faculty development, research support, and capital projects including equipment and property acquisitions.

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Moreover, the costs associated with the development program are partially funded through unrestricted dollars.

The University Fund--The Community Drive. The joining of the town and gown for development is an integral part of the University's portion of the Annual Fund. It consists of two parts, a local solicitation of businesses and individuals, and the University faculty-staff campaign. The local Community Campaign took place on October 25 to 27, 1989. About sixty teams of two members each, one from the community and one from the University, made more than 400 calls. The Chairman for the Drive, Mr. August Rua, wrote the customary "door-opener" letter announcing the Campaign. An attractive brochure also highlighted University needs. At the breakfast hosted on October 25, team members could ask questions and secure instructions. The University Fund's Community Campaign and the Athletic Fund Campaign each contact all potential donors.

The following comparative report in Table 10 for Fiscal Years 1984 through 1990, gives the number of individual and business donors from the local area who gave less than $100 and more than $100, with the dollar totals. These figures are for all local giving through the Annual Fund to the University and not just the Community Campaign, although that effort is the largest portion. The towns used in identifying these donors are Arma, Columbus, Frontenac, Girard, Pittsburg, and Weir in Crawford and Cherokee Counties.

The total dollars from local business and individual contributors decreased for FY 1990 when compared with the previous two years when the Campaign For Distinction drew local support for the stadium renovation project. When compared with FY 1987 before the capital campaign attracted local dollars, the FY 1990 local business support reveals a healthy increase.

The total dollars given to the University from individuals increased from $369,851 in FY 1988 to $844,356 in FY 1989, and decreased to $278,463 in FY 1990. The dollars contributed by businesses in the local area increased from $136,052 in FY 1988 to $155,668 in FY 1989 and decreased to $130,460 in FY 1990.

The number of individual donors increased from 837 in FY 1988, to 946 in FY 1989, and to 1,060 surpassing the all-time high of 1,000 in FY 1987. The number of business donors increased to 241 in FY 1990 compared to 198 in FY 1989, and to 165 in FY 1988. The number of $100 and above donors increased to 356 in FY 1990 compared to 275 in FY 1989, and to 282 in FY 1988. The difficulty with these comparative figures is that some larger one-time gifts distort the totals. Those donors who gave gifts less than $100 increased to 704 in FY 1990 compared to 671 in FY 1989, and to 555 in FY 1988.

It is clear that the University has continued to identify a considerable number of donors in the local area; these donors need special consideration in the coming year.

The Office of Development plans to track each donor more carefully according to determined criteria and make contacts other than at campaign time.

TABLE 10
CATEGORIES OF INDIVIDUAL DONORS AND AMOUNTS GIVEN

	NUMBER OF CONTRIBUTORS			AMOUNT GIVEN		
	Below $100	$100 & Above	Total	Below $100	$100 & Above	Total
INDIVIDUALS						
FY 1984	418	118	536	$9,511	70,836	80,347
FY 1985	425	145	569	10,167	67,453	77,620
FY 1986	479	142	621	11,365	91,550	102,915
FY 1987	577	423	1,000	12,907	83,580	96,487
FY 1988	555	282	837	16,482	353,295	369,851
FY 1989	671	275	946	23,196	821,160	844,356
FY 1990	704	356	1,060	23,462	255,001	278,463
	NUMBER OF CONTRIBUTORS			AMOUNT GIVEN		
	Below $100	$100 & Above	Total	Below $100	$100 & Above	Total
BUSINESSES						
FY 1984	1	35	36	$ 25	17,708	17,733
FY 1985	28	46	74	957	16,674	17,631
FY 1986	55	82	137	2,145	39,479	41,624
FY 1987	53	97	150	2,077	40,584	42,661
FY 1988	62	103	165	3,413	132,639	136,052
FY 1989	64	134	198	4,157	151,511	155,668
FY 1990	76	165	241	2,912	127,548	130,460

Another important segment of local giving is the faculty/staff solicitation as a part of the local Community Campaign. The faculty/staff effort was planned by a committee chaired by Jack Barnett of the School of Education. A letter was sent to each faculty and staff member requesting their support. Individuals contacted persons in each department to encourage them to make a gift to their University. Faculty/Staff donors remained somewhat constant for four years with 241 in FY 1986, 246 in FY 1987, 265 in FY 1988, and 255 in FY 1989. In 1990, faculty/staff donors increased to 320. Faculty/Staff giving remained about the same in FY 1990 with $72,328 compared to $65,300 in FY 1989 and $69,363 in FY 1988. In FY 1987, 246 donors gave $38,636, and in FY 1986, 241 donors gave $43,732. This positive faculty/staff participation in the University's development program bodes well for the future.

The Direct Mail Campaign. Table 11 gives the number of donors and dollars received from direct mail efforts for FY 1982 through FY 1990. The first three years (FY 1982, FY 1983, and FY 1984) give the results of a very limited direct mail effort. Each year one general mailing was sent to all of the alumni in January. During FY 1985, the first year of the expanded development efforts in the Office of Development, two direct mailings were made along with six special appeals to specific target groups. A total of 50,575 letters secured 1,333 contributions totaling

$64,873. The record for FY 1985 reveals that the number of donors and the total gifts had increased three times over 1984.

TABLE 11
DIRECT MAIL DONORS AND FUNDS RAISED

Year	Donors	Dollars
1982	433	$ 20,530
1983	668	28,997
1984	415	21,352
1985	1,333	64,873
1986	1,044	76,117
1987	985	111,414
1988	836	54,908
1989	1,060	50,414
1990	996	70,421

Included in the FY 1985 direct mail figures were the contributions received from the PSU faculty/staff Campaign. Contacts with the faculty and staff were made by direct mail and resulted in 111 contributors giving $8,131. The Faculty/Staff Campaign for FY 1986 was conducted when possible on a personal contact basis as well as by direct mail. This removed significant donor/dollar figures from the direct mail report after FY 1985.

The comparative record for FY 1989 and FY 1990 for the Direct Mail effort is detailed in Table 12. The three regular direct mailings for FY 1990 totaled about 4,000 fewer than in FY 1989. The number of donors decreased by 64 but the total dollars increased to $20,000. The average gift of $70.70 for FY 1990 reversed the downward trend in the average gift size. In 1986, the average gift was

$72.90, in 1987 it was $113.11; in 1988 it fell to a three-year low of $65.67. In FY 1989, the average size of gift from the direct mail effort declined further to $47.56.

TABLE 12
DIRECT MAIL COMPARATIVE DATA FOR FY 1988 AND FY 1989

CATEGORY	LETTERS MAILED		NO. OF GIFTS		$ RECEIVED	
	1989	1990	1989	1990	1989	1990
DIRECT MAIL #1	30,032	30,231	636	733	$30,315	$56,777
DIRECT MAIL #2	28,042	29,642	300	176	16,015	9,189
DIRECT MAIL #3	26,432	20,471	124	87	4,084	4,455
TOTALS	84,506	80,344	1,060	996	$50,414	$70,421

That year, the average gift size for public comprehensive institutions was $85. The number of gifts received from the three mailings decreased from 985 in FY 1987 to 836 in FY 1988; the increase in FY 1989 to 1,060 was offset in FY 1990 by a decrease to 996 gifts.

The response-rate decline that was reversed in FY 1989 continued a slight increase in FY 1990. In 1986, 74,395 letters were mailed with a 1.41 percent response rate, whereas in 1987, 78,790 letters mailed brought a 1.25 percent response rate. In 1988, 82,069 letters were mailed with a response rate of 1.01 percent. The response rate reached the FY 1987 level in FY 1989 at 1.25 percent and increased to 1.29 percent for FY 1990.

The Phonathon. The twelfth annual Pittsburg State University Phonathon received pledges of $183,770 in FY 1990 compared to $164,971 in FY 1989 and $164,025 in FY 1988. Table 13 gives the record of the pledges received in the annual phonathons for each of the eleven years. The 11.39 percent increase in pledges for FY 1990 demonstrates once again that the phonathon is vital to the Annual Fund Campaign. More than 200 volunteers made telephone calls to almost 5,000 alumni.

TABLE 13
PHONATHON TOTALS FROM 1979 TO 1990

Fiscal Year	Amount Pledged	Percent Increase
1979	$ 26,085	
1980	39,341	50.82
1981	51,768	31.59
1982	63,303	22.28
1983	83,321	31.62
1984	109,955	31.97
1985	119,257	08.46
1986	134,571	12.84
1987	158,137	17.51
1988	164,025	03.72
1989	164,971	.55
1990	183,770	11.39
Total	$1,298,504	

The 1990 Phonathon consisted of 17 night sessions and four Sunday afternoon sessions in Pittsburg. In addition, mini phonathons were held in Kansas City and Wichita, Kansas; St. Louis, Missouri; and Bartlesville and Tulsa, Oklahoma. The full report of the phonathon appears in Appendix 6.

Table 14 provides a comparison of the amounts received at each location in FY 1989 and FY 1990. All phonathon locations posted gains in FY 1990. The new one in St. Louis should continue to grow because of a concentration of PSU alumni in the St. Louis area.

TABLE 14
COMPARISON OF PHONATHON TOTALS FOR FY 1989 AND FY 1990

Location	FY 1989	FY 1990
Pittsburg	$145,941	156,698
Wichita	2,450	3,539
Tulsa	2,835	3,487
Kansas City	7,925	11,330
St. Louis		1,285
Bartlesville	5,810	7,430
Totals	$164,971	$183,770

Connie Kays, Director of Annual Giving, assisted by Ralf Thomas, Ken Bateman, and Curt Crespino conducted the phonathons. They attended to the myriad of details required to assemble the cards to be used by the callers, secured the volunteers, scheduled and oriented the workers, and processed all of the paper work connected with the effort. A task of considerable magnitude and complexity, their experience and expertise have been crucial to the increasing success of the Annual Phonathon. Of particular importance is the unrestricted funding generated by the phonathons.

TABLE 15
COMPARISON OF PHONATHON RESTRICTED AND UNRESTRICTED GIFTS

	FY 1988	%	FY 1989	%	FY 1990	%
Unrestricted Gifts	$109,889	86	$109,394	67	$141,440	77
Restricted Gifts	17,691	14	54,233	33	42,330	23
Totals	$127,580		$163,627		$183,770	

Table 15 gives a comparison for the past three fiscal years of the breakdown of the unrestricted and restricted giving through the phonathon.

The Athletic Fund. For the fifth year, the Athletic Fund Campaign was conducted under the direction of the Vice President for Development with the active assistance of the Athletic Department. The cooperative arrangement worked well once again and will provide a base for building an even more successful future effort.

Athletic fund raising at Pittsburg State University has several major components including the general University annual fund program, the Athletic Fund Scholarship Campaign, lettermen's contributions, booster club activities, and contributions to endowment funds.

During the University Community Campaign, donors may not designate their contributions for athletics as in former years. The Athletic Fund Scholarship Drive occurs in late spring. Lettermen's contributions can be made at any time, but the major effort with these supporters is made through a phonathon in the spring and a golf tournament in early summer. Beginning in 1988, the PSU Athletic Association replaced the various booster clubs. This group does not engage directly in athletic fund-raising. All donors to the Athletic Fund automatically become members of the Athletic Association and may participate in the weekly meetings and receive other benefits. Contributions to endowment funds are secured by personal solicitation throughout the year.

The Athletic Fund is an increasing necessary portion of the total operating budget of the Athletic Department at Pittsburg State University. Intercollegiate athletics play a meaningful role in Pitt State traditions. Oversight of the Athletic Fund Scholarship Campaign was through a committee chaired by John Ison, who served as community chairman of the Drive.

Table 16 provides a comparison of the Athletic Fund totals for the past five fiscal years. It should be noted that for the third year, the Athletic Fund topped $100,000 although it declined about $4,000 from $121,669 in FY 1988 to $117,153 in 1989. Actually, the Athletic Fund realized

TABLE 16
ATHLETIC FUND COMPARATIVE DATA

	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990
Athletics General	$45,446	$46,199	$ 61,485	$ 75,065	$ 68,225
Athletics Discretion					23,056
Baseball					350
Basketball	355	3,488	17,758	825	6,930
Football	14,803	8,540	10,089	34,941	21,450
Track	1,475	1,702	3,683	383	1,520
Women's Athletics	3,366	1,477	11,920	732	550
Golf		860	20	25	700
Other	3,200	2,624	16,714	5,182	1,451
Totals	$68,645	$64,890	$121,669	$117,153	$129,772

an increase when the transfer of basketball funds in FY 1988 from the Basketball Booster Club is taken into account. It should be remembered that during this time of significant increases, large amounts have also been generated for athletics through the Campaign For Distinction.

The major difference in the totals of the Athletic Fund is the significant increase in the discretionary funds. Football receipts decreased to $21,450 in FY 1990 compared to $34,941 in FY 1989. The Basketball Scholarship Fund has also shown some fluctuation, but posted a nice gain to $6,930 in FY 1990. The large increase in FY 1988 resulted from funds deposited in the Foundation from the booster club account when it was dissolved. Strategies need to be devised to increase the Basketball Scholarship Fund and to make a stronger showing in the Women's Athletic Fund as well as those for Golf and Track.

The athletic endowment funds realized another increase amounting to 16.86 percent in FY 1990. Table 17 reveals the additions made to the athletic endowment funds. The current totals are given alphabetically. New funds are indicated with an asterisk and additions to existing funds made during the fiscal year are noted.

The Campaign For Distinction had the goal of adding $600,000 to Athletic Endowment Funds. Plans are underway to continue to build the permanent fund. Special commendation goes to Wayne Allai, long-time supporter of the Pittsburg State University athletic program, who has taken a special

TABLE 17
ATHLETIC ENDOWMENT FUNDS

	1989 July 1	FY 1990 Additions	1990 June 30
Wayne Allai	$10,069		$10,069
Athletic Memorial		281	281
Ray/Carolyn Barto	1,700	1,700	3,400
George/Linda Barberich		1,500	1,500
Bateman Scholarship		3,640	3,640
Carl Beard		2,030	2,030
Emory Bezinque	826		826
George Brenner	2,000		2,000
Ted Carnino	27		27
Gary Cinotto		1,500	1,500
Homer/Evelyn Cole	1,700	1,700	3,400
Dale's Sport	17,364		17,364
William L. Dillon	4,800		4,800
Roger/Agnes Doue		1,500	1,500
Barry/Grace Draper		1,500	1,500
James L. Farley		1,262	1,262
David Fowler	2,500		2,500
Prentice/Greta Gudgen	200	900	1,100
William/Avys Hagman	5,000		5,000
John Lance	29,921	3,378	33,299
Mike/Shirley Loy	1,700	1,700	3,400
Brad/Gail Mattivi	3,400	1,600	5,000
Joe Murphy	10,836	2,252	13,088
Roy/Zella Norris	1,800		1,800
Jack/Yvonne Robertson	5,000		5,000
August/Helen Rua	10,100		10,100
Ernie Schmidt	2,625	525	3,150
Carnie/Cora Smith	82,980	600	83,580
Fred Spigarelli	2,500	2,500	5,000
Sunflower Scholarship	27,388		27,388
Emily Stocker		10,000	10,000
Charles Sturdevant		5,000	5,000
Laurence/Rozella Swisher	11,128		11,128
Robert Terlip	3,333		3,333
J. B. Towner	5,000	100	5,100
David Utermoehlen	2,700	2,300	5,000
Mack/Vera McNamee Vinze	5,000		5,000
Garfield Weede	11,570		11,570
Wilkinson BB	17,696		17,696
Joe Winchester	612		612
Totals	$281,475	$47,468	$328,943

interest in the endowment portion of the Campaign For Distinction. He developed the program, Endowment For Excellence In Athletics, and sold it to a number of major donors. The endowment program caught the imagination of several enthusiastic athletics fans and University boosters.

The Endowment For Excellence program is largely responsible for the increase in endowment funds for athletics. The $26,276 generated in FY 1989 increased the athletic endowment fund totals to $281,799. The addition of $47,468 in FY 1990 brings the total to $328,943.

The Annual Fund with its University Fund and Athletic Fund components attracted strong support to Pittsburg State University for FY 1990. That support enabled the University to achieve important objectives in the academic and athletic programs.

THE CAMPAIGN FOR DISTINCTION

Pittsburg State University has completed the Campaign For Distinction in FY 1990 with the announcement that $10,004,758 has been reached. The Campaign Chairman, Pitt State Alumnus O. Gene Bicknell, gave the Campaign For Distinction the boost it needed to succeed. Pittsburg State University had never attempted a capital campaign in the 83 years of its existence prior to 1986. The Campaign For Distinction generated a new spirit in the University and achieved several important goals.

The Campaign, launched in April, 1986, rested on University needs identified in the over-all Case Statement and the statements for the various parts of the coordinated efforts. After University-wide discussion and the development of case statements for each area, the University set a goal of $9,844,000. The Campaign's organization included committees that established guidelines and planned strategies for various campaign activities. The Campaign For Distinction had no specific time period for its completion, although the University leaders felt that the goal could be attained in three to four years.

The Campaign For Distinction provided Pittsburg State University with a significant private support base to finance several major projects and increase the endowment funds of the Pittsburg State University Foundation. Table 18 records gifts totaling $10,004,778 which came to the University for the Campaign For Distinction.

TABLE 18
CAMPAIGN FOR DISTINCTION FY 1990

Campaign Area	Total Received
Restricted and Unrestricted Endowment	$ 3,649,747
College of Arts and Sciences/General	443,709
College of Arts and Sciences/Music	210,240
School of Business	1,229,813
School of Education	103,808
School of Technology	149,139
Capital Gifts	2,341,708
University FM Radio	900,557
Athletics	976,057
TOTALS	$10,004,778

The FM Radio Station constituted a unique part of the Campaign; a large Federal grant of $422,000 was secured to construct the tower and provide equipment for the station. The Pittsburg State University Foundation supported the project fully. Without that support, it would have been impossible to construct a major public radio station at the University. The 100,000-watt station, affiliated with National Public Radio and supported by the Corportion For Public Broadcasting, reaches 80 to 100 miles from Pittsburg in the four states with the signal heard as far east as Springfield in Missouri, Fayetteville in Arkansas, almost to Tulsa in Oklahoma, and almost to Kansas City and beyond Fredonia in Kansas. The complete account of the establishment of FM radio station, KRPS, which began broadcasting on April 29, 1988, was included in Development Achievements For FY 1988.

The stadium renovation project progressed very well. The project included new seats, lights, turf, score board, all weather track, and press box. The Pittsburg State University Foundation has been responsible for undertaking the renovation project entirely with private funds secured through the Campaign For Distinction. Significant success in increasing the athletic scholarship endowment fund in the Athletic Capital Campaign was also achieved in FY 1990.

While the University retained the name of Brandenburg Field, the stadium was named for Carnie Smith, legendary football coach and athletic director at Pitt State in the 1950s and 1960s. The track was named for Prentice Gudgen, long-time coach and athletic director. Finally, the press box was named for August and Helen Rua. A full statement about the stadium renovation project appears in Appendix 7.

Other major results of the Campaign include a $1,000,000 endowed chair of banking in the Gladys A. Kelce School of Business, and restricted and unrestricted scholarship endowment funds.

The following graph in Table 19 demonstrates the impact that the Campaign For Distinction had on the endowment assets of the Pittsburg State University Foundation. The Foundation assets have increased about 100% in the four years of the Campaign For Distinction. With the market value of Foundation holdings at the $10,000,000 level, the momentum exists to push the total toward $25,000,000 in the next few years.

Table 19
GROWTH IN PITTSBURG STATE UNIVERSITY FOUNDATION ASSETS

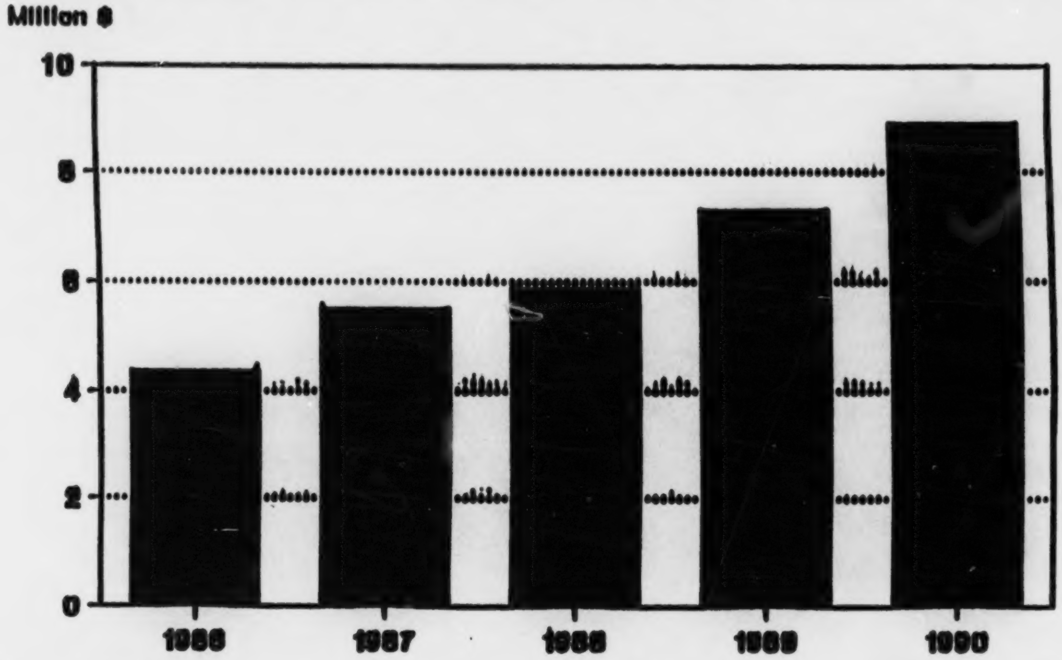

Table 20 provides another assessment of the impact of the Campaign For Distinction on the University. Capital improvements and academic support provided direct aid to the University. The growth in endowment funds will provide funding for scholarships and operations on a continuing basis.

TABLE 20
MAJOR SUPPORT AREAS OF THE CAMPAIGN FOR DISTINCTION

Capital Improvements	$ 1,876,514
Academic Support	2,341,708
General Endowment	2,600,000
Restricted Endowment	3,186,556
	$10,004,778

The Campaign For Distinction has benefited the University in another tangible way. As planning began for a strengthened development program and a capital campaign, several new advisory councils were established and two existing ones were expanded. Increasingly, attention should be given to these advisory councils for the volunteers identified through membership in such groups will assist the University in numerous ways to secure resources. Advisory Council members for all but the departmental councils are listed in Appendix 11.

While the Campaign For Distinction ended with the conclusion of FY 1990, efforts continue with several smaller projects that formed a part of the Campaign goals. Chief among these is the new pipe organ for McCray Hall. It is estimated that approximately $750,000 will be needed from private support to complete this project for the University. Discussions began in the summer of 1990 with the Fisk Organ Company of Gloucester, Massachusetts, to construct the pipe organ in the McCray Recital Hall. It will take approximately five years to conclude this project as the Fisk Company has a considerable backlog of orders.

PITTSBURG STATE UNIVERSITY FOUNDATION

Pittsburg State University has been involved in private fund-raising for at least 38 years. In 1951, a group of far-sighted supporters of the institution created the Endowment Association patterned after a similar organization at the University of Kansas. The Endowment Association trustees did not engage in any regular structured fund-raising activities, but the group did provide a much needed service for the institution. They established a visible entity that, even by name alone, made it clear that private funding was intended to be a part of institutional support. The Endowment Association also identified particular individuals who, as Association members, publicly proclaimed their willingness to involve themselves in the private funding effort.

By 1970, a group of younger alumni captured a vision of developing current support for institutional needs. In order to achieve their objectives, this group organized the Alumni Foundation in 1970. In just a short time, the reality of a pleasing and functional Alumni Center made possible through the gift of Cecil and Eva C. Wilkinson served as an impetus to advance the efforts toward raising current funds. In 1978, Mr. Rex Crowley became a full-time volunteer Director of Development, and in 1979, Dr. Ralf Thomas became a full-time Coordinator of Alumni Chapters. By their efforts, the Annual Fund became a reality through a community campaign and an alumni phonathon.

By the early 1980s private support had become more structured and visible. The selection of a new President in 1983 provided the opportunity to make further progress in institutional development. President Donald W. Wilson created the Division of Development and Public Relations in 1984. With the appointment of Dr. Joseph G. Smoot as the first Vice-President for Development and Public Relations, Pittsburg State University had taken the final step in establishing a coordinated development program.

One of the earliest perceived needs at the University was to consolidate all fund raising under one organization. In 1985, the Alumni Foundation and the Endowment Association were united into the Pittsburg State University Foundation. Donald W. Widner became the first President and served the Foundation with true distinction. O. Gene Bicknell has served as Foundation president since 1988. At the September 8, 1989, meeting of the new Board of Trustees for FY 1990, an action was taken to increase the number of trustees from 24 to not more than 36. The amended Bylaws are in Appendix 9. Trustees of the Pittsburg State University Foundation are listed in Appendix 8.

As the trustees of the newly merged Pittsburg State University Foundation began their work in 1985, they immediately recognized the need to select an investment manager. After studying several proposals, the Foundation trustees selected the United Missouri Bank of Kansas City to manage the Foundation investment funds. Table 21 reveals the progress that has been made in adding new funds and managing these funds more effectively.

At the end of FY 1984 the investment portfolio totaled $2,162,914. When the two organizations were merged into the Pittsburg State University Foundation, the assets totaled $3,023,257. Rapid growth has enabled the Foundation to present a portfolio valued at market rates on June 30, 1990, at $9,008,821 compared to $7,118,231 on June 30, 1989. Total Foundation assets, including real estate holdings valued at $1,500,000, stood at $10,508,821 at the end of FY 1990.

TABLE 21
PITTSBURG STATE UNIVERSITY FOUNDATION INVESTMENT FUNDS AT MARKET VALUES, 1984-1989

Year	Consolidated Fund	Pool	Baxter Fund	Bicknell Fund	Curfman Fund	Spiva Fund	Timmons Fund	Totals
1984	$2,013,014				18,371	131,529		$2,162,914
1985	$2,587,413				22,798	159,977	253,069	$3,023,257
1986	$2,697,257				28,762	226,409	312,431	$3,264,859
1987	$3,657,871				38,829	256,283	396,644	$4,349,627
1988	$4,475,287			690,242	36,701	241,567	344,966	$5,788,763
1989	$5,219,196	133,506		1,083,642	38,289	272,472	371,126	$7,118,231
1990	$5,366,897	132,431	1,619,314	1,176,341	37,376	290,265	386,197	$9,008,821

The Pittsburg State University Foundation investment funds became a part of the FY 1989 NACUBO Endowment Study. See Appendix 10 for an analysis of the PSU Foundation performance as reported in the study. For many years, the National Association of College and University Business Officers (NACUBO) have compared the performance of member investment pools. For the first time, the Pittsburg State University Foundation was able to measure its investment success in terms of a truly comparative study. The FY 1989 NACUBO study included 330 institutions of higher learning. In that study, the Pittsburg State University Foundation assets of $6,233,000 ranked the University 315th. Of the 14 institutions ranked lower than Pittsburg State University, the only regional one, Southwest Missouri State University Foundation, ranked 324th with $3,827,000 in assets. It should be noted that the market values of PSU Foundation investments in Table 21 includes restricted current funds as well as quasi and true endowments. Many colleges and universities on the NACUBO list are private institutions that depend heavily on endowment funds for their operations and have been securing them for many years. The endowment funds of the public institutions can have a greater impact in many cases because they supplement legislative contributions.

An important measure of the strength of an endowment fund are the total dollars of endowment for each full-time equivalent student. In this measure, Pittsburg State University ranked 69th of 92 public colleges and universities with $1,299 per FTE student. This measure placed Pittsburg State University ahead of such universities as Oklahoma State University (71), Indiana University (73), University of Illinois (80), University of Wisconsin System

(81), University of Maryland System (82), and Arizona State University (89).

Earnings of the Pittsburg State University endowment fund during the three-year period, 1987-1989 revealed a return of 11.1% compared to 9.4% for the equal-weighted mean of all institutions. For the three-year period (FYs 1987, 1988, 1989) the PSU Foundation realized an actual average compound return of 11.1% compared to 11.9% for the S&P 500, and 10.5% for Wilshire 5000. This performance reflects the conservative equity investment policy of the PSU Foundation.

In a comparative study with the 155 comprehensive colleges and universities reporting to the Council For Aid To Education for FY 1989 (Tables 5, 6, 7, 8 in Appendix 2), the Pittsburg State University Foundation ranked 26th (top 16.77%) in total size at $6,411,389,and 15th (top 9.67%) in terms of dollars of investment funds for each enrolled student.

The Pittsburg State University Foundation will continue to grow rapidly through a strong planned giving program. As a top priority of the Foundation, deferred gifts will provide a substantial increase in private resources and enable Pittsburg State to fulfill its mission as a regional comprehensive university of distinction.

DEVELOPMENT PLANS AT PITTSBURG STATE UNIVERSITY FOR FISCAL YEAR 1991

GENERAL

1. Adhere to the Annual Development Calendars in Appendix 1 in planning development programs.

2. Challenge the Pittsburg State University Foundation Trustees to a sustained role in fund-raising for the University. Their leadership includes public roles and participation in the various development programs and effective management of the endowment funds. As the next capital campaign is planned, add members to the Foundation Board of Trustees who can make substantial gifts to the University. The Office of Development will publish a Foundation newsletter that will give current information on development activities.

3. Review and implement a program to keep in contact with major donors. A part of this planning should include restructuring the President's Club.

4. Conduct the Annual Fund Campaign (University and Athletic Funds) as planned.

5. Complete several capital projects which were begun as a part of the Campaign For Distinction. Notable among these are endowment funds for the Schools of Business and Education and the pipe organ for McCray Recital Hall.

6. Begin preliminary planning for the next capital campaign.

7. Develop the Planned Giving Program through regular contact with the alumni in the target classes before 1950.

8. Coordinate the Foundation Scholarship Program to feature scholarship donors and inform them of awards made from their endowed scholarship.

THE ANNUAL FUND

University Fund--Community Campaign

1. Combine the faculty/staff campaign with the Community Campaign during the first week in November.

2. Hold the Community Campaign for Pittsburg State University in Pittsburg, Frontenac, and Arma on November 6-9, 1990. It will feature the following:

    a. A Community Campaign Advisory Committee will be convened to review the plans for the Campaign.

    b. The local chairperson will write a cover letter about a week before November 6 to each owner or manager who will be solicited. The letter will stress the need, and urge their support on a continuing basis.

    c. Newspaper, TV, and radio coverage will be utilized before and after the cover letter is received.

    d. About 60 solicitors from the Community and 60 University people, working in teams of two, will be asked to make seven or eight calls on the Campaign days.

    e. No Athletic Fund pledges will be received in this Campaign.

    f. A kick-off breakfast will be held in the Overman Student Center on Tuesday, November 6, 1990.

University Fund--Direct Mail

1. The first direct-mail letter will be a report from the President to be mailed late in September. This letter does not go to faculty and staff.

2. Individuals who made pledges that are still not met will be treated in a special category with respect to the first letter. All unpaid pledges from the phonathon, faculty campaign, and community campaign should receive a reminder of their pledge in late September about the time the first direct mail letters are being sent. Pledges of $100 or more perhaps will be followed up by personal telephone calls rather than by letter. They will be scheduled to receive the President's letter within a specified period after receiving their pledge.

3. Prepare and mail the second and third direct mail letters according to the schedule.

4. Conduct a general review of the direct mail solicitation program in the spring of 1991. Included in the review will be progress made in implementing a class agent program.

University Fund--Phonathon

1. Develop a postcard with a message by students to be sent to those regular phonathon contributors and reunion year classes reminding them that they will be called during the 1991 phonathon.

2. Maintain the advance planning schedule of previous years which seems to be satisfactory.

3. Include in the autumn edition of The Pittsburg State University Magazine information about the plans for the 1990 Phonathon.

4. Continue last year's evening and Sunday afternoon schedule for Pittsburg.

5. Continue the mini-phonathons in the current five cities of Bartlesville and Tulsa, Oklahoma; Kansas City, Springfield, and St. Louis, Missouri; and Wichita, Kansas.

6. Provide another incentive for graduates to increase their pledges.

7. Write personalized letters again to those previous-year contributors from the phonathon who cannot be reached by telephone, soliciting their continued financial support of their alma mater.

Athletic Fund

1. Plan, with the assistance of the Athletic Development Committee for over-all athletic fund-raising activities.

2. Conduct the lettermen's phonathons as scheduled.

3. Conduct the Athletics Scholarship Drive in early May, 1991.

OTHER

Alumni Relations

1. Emphasize the Membership Marketing Program in the Office of Alumni Relations to increase membership in the Alumni Association.

2. Publish the second five-year alumni directory.

3. Conduct alumni chapter and reunion meetings.

Public Relations

1. Assist the Office of Development in the production of materials used in various fund-raising programs.

2. Publish two issues of the Pittsburg State University Magazine, and two issues of the Pittsburg State University Report.

3. Publish two issues of each newsletter for the School of Business, School of Education, and School of Technology.

4. Publish the Foundation News and the Gorilla News.

5. Plan a newsletter for the College of Arts and Sciences.

Radio Station KRPS

1. Monitor the budget to assure a successful financial operation of the station in FY 1991.

2. Review programming and introduce new features, especially about the University, as appropriate.

3. Conduct on-air fundraisers in October, 1990 and April, 1991.

4. Develop underwriting strategies and implement them.

5. Pursue tower rental clients with the view of securing additional commitments.

6. Publish the listener magazine, Mosaic.

7. Publish the bi-monthly faculty-staff newsletter.

Athletic Capital Funds

1. Complete stadium renovation funding as a part of the Athletic Capital Campaign.

2. Continue to raise endowment funds for athletics scholarships.

APPENDIX 1

PITTSBURG STATE UNIVERSITY
OFFICE OF DEVELOPMENT AND PUBLIC RELATIONS
GENERAL CALENDAR
JULY 1, 1990 TO JUNE 30, 1991

JULY 1990

July 6	Annual PSU Foundation Meeting	Alumni Center
July 18	Friends of KRPS Advisory Meeting	
July 27	End of Summer School	
July 28	Alumni Association Board Meeting Dessert Reception Alumni Center	5:00 PM
July 28	Oklahoma Production/Memorial Aud.	8:00 PM

AUGUST 1990

August 20	Friends of KRPS Advisory Meeting	
August 22	Fall Classes Begin	
August 29	KRPS Faculty-Staff Newsletter	
August 30	In-kind Campus Mailing	

SEPTEMBER 1990

September 1	Tailgate Cookout Alumni Center	5:30 PM
September 1	Football/Northeast Missouri State U	7:00 PM Home
September 3	Labor Day Holiday	
September 6	Alumni Chapter Meeting/Girard	
September 7	PALS/George Winston Concert	8:00 PM
September 8	Football/Missouri Western State C St. Joseph, Missouri	7:00 PM Away
September 15	Football/Southwest Baptist U	7:00 PM Home
September 15	Alumni Association Board Meeting	
September 16	Basketball Phonathon	
September 17	Basketball Phonathon	
September 20	Direct Mail #1	
September 22	Football/Cameron University Lawton, Oklahoma	7:00 PM Away
September 22	Alumni Chapter Meeting/Wichita (Recent Graduates 1980-1990)	
September 24	Friends of KRPS Advisory Meeting	
September 24	PALS/Greenpeace/Presentor	7:30 PM
September 25	Alumni Chapter Meeting/Chanute	
September 27	Timmons Series/An Evening With Emily Dickinson	8:00 PM Timmons Chapel
September 27	Alumni Chapter Meeting/Tulsa, OK	
September 27	Career Fair	
September 29	Football/Southeast Missouri State U	7:00 PM Home
September 29	Family Day Luncheon	

OCTOBER 1990

October 3	PALS/Chinese Magic Review	8:00 PM
October 5	PSU Foundation Executive Committee	

October 6	Football/Northwest Missouri State U Maryville, Missouri	1:30 PM	Away
October 7	Golf Phonathon		
October 8	Golf Phonathon		
October 8	Friends of KRPS Advisory Meeting		
October 9	Alumni Chapter Meeting/Bartlesville		
October 10	Homecoming Convocation		
October 11	Alumni Chapter Meeting/Cherokee Cty		
October 12	Reunion Classes Social Hour	6:00 PM	
	Recognition Banquet/OYA Overman Student Center	7:00 PM	
October 13	OYA Breakfast/Overman Center	7:30 AM	
	Luncheon/Alumni Center	11:30 AM	
October 13	Football/Central Missouri State U Homecoming	2:00 PM	Home
October 20	Football/U of Missouri-Rolla	7:00 PM	Home
October 22	KRPS Fall Fundraiser (through 26)		
October 24	KRPS Faculty-Staff Newsletter		
October 26	PALS/Vienna Boys Choir		
October 27	Football/Washburn University Topeka, Kansas	7:00 PM	Away
October 27	Chapter Meeting/Topeka, KS		
October 30	Solo Series/St. Louis Brass		
NOVEMBER 1990			
November	SAA Workers Phonathon Party		
November 6	Community Campaign and Faculty/ Staff Campaign Kick-Off (Nov. 6-9)		
November 6	Timmons Series/PSU Composers	8:00 PM	
November 8	Direct Mail #2		
November 10	Thanksgiving Foundation Mailing		
November 10	Football/Missouri Southern State C Joplin, Missouri	1:30 PM	Away
November 10	Alumni Chapter Meeting/Joplin		
November 11	Alumni Association Membership Phonathon (through 14)		
November 13	Solo Series/Sylvia Wang, Piano		
November 20	W BB/Emporia State U, Emporia, KS	6:00 PM	Away
November 20	M BB/Bartlesville Wesleyan C	Home	
November 23	M BB/Missouri Southern Classic Joplin, Missouri	Away	
November 23	W BB/Missouri Southern Invitational Joplin, Missouri	Away	TBA
November 24	M BB/Missouri Southern Classic Joplin, Missouri	Away	
November 24	W BB/Missouri Southern Invitational Joplin, Missouri	Away	TBA
November 26	M BB/Oral Roberts University	Home	
November 27	W BB/Quincy College	6:00 PM	Home
November 30	M BB/FSB-John Lance Tourney	Home	

DECEMBER 1990

December 1	M BB/FSB-John Lance Tourney	Home
December 1	W BB/College of the Ozarks Point Lookout, Missouri	7:00 PM Away
December 4	M BB/Rockhurst College Kansas City, Missouri	Away
December 5	Timmons Series/Christmas Concert	8:00 PM
December 7	PSU Foundation Trustees Meeting	1:30 PM
December 7	Timmons Series/Christmas Concert	8:00 PM
December 7	W BB/Central State Classic Edmond, Oklahoma	Away TBA
December 8	W BB/Central State Classic Edmond, Oklahoma	Away TBA
December 9	Student Alumni Survival Kits	
December 10	M BB/Emporia State University Emporia, Kansas	Away
December 10	W BB/Emporia State University	7:00 PM Home
December 15	W BB/William Jewell College	7:00 PM Home
December 18	Fall Semester Closes	
December 20	M BB/Rockhurst College	Home

JANUARY 1991

January	Career Information Night	
January	Alumni Association Board Meeting	
January 4	W BB/Pitt State Classic	Home
January 5	W BB/Pitt State Classic	Home
January 9	KRPS Faculty-Staff Newsletter	
January 9	W BB/Missouri Southern State C Joplin, Missouri	5:30 PM Away
January 9	M BB/Missouri Southern State C Joplin, Missouri	Away
January 12	M BB/Northwest Missouri State U	Home
January 12	W BB/Northwest Missouri State U	5:30 PM Home
January 14	Friends of KRPS Advisory Meeting	
January 15	Spring Semester Classes Begin	
January 15	M BB/Southwest Baptist U Bolivar, Missouri	Away
January 15	W BB/Southwest Baptist U Bolivar, Missouri	5:30 PM Away
January 19	M BB/Washburn University Topeka, Kansas	Away
January 19	W BB/Washburn University Topeka, Kansas	5:30 PM Away
January 21	Martin Luther King, Jr., Holiday	
January 23	M BB/Southeast Missouri State U	Home
January 23	W BB/Southeast Missouri State U	5:30 PM Home
January 26	M BB/U of Missouri-Rolla Rolla, Missouri	Away
January 26	W BB/U of Missouri-Rolla Rolla, Missouri	5:30 PM Away
January 28	M BB/Emporia State U	Home
January 28	W BB/Lincoln University	5:30 PM Home

January 30	M BB/Missouri Southern State C	Home
January 30	W BB/Missouri Southern State C	5:30 PM Home

FEBRUARY 1991

February 1	PSU Foundation Executive Committee	
February 2	M BB/U of Missouri-St. Louis St. Louis, Missouri	Away
February 2	W BB/U of Missouri-St. Louis St. Louis, Missouri	5:30 PM Away
February 2	Alumni Chapter Meeting/St. Louis	
February 4	W BB/Northeast Missouri State U	7:00 PM Home
February 6	M BB/Southwest Baptist U	Home
February 6	W BB/Southwest Baptist U	5:30 PM Home
February 7	Solo Series/The Verdehr Trio	
February 8	PALS/Jennifer Lewis	
February 9	M BB/Missouri Western State C St. Joseph, Missouri	Away
February 9	W BB/Missouri Western State C St. Joseph, Missouri	5:30 PM Away
February 10	Foundation Phonathon (Feb. 10-March 3)	
February 12	Timmons Series/Dudley Cornish	8:00 PM
February 13	M BB/Southeast Missouri State U Cape Girardeau, Missouri	Away
February 13	W BB/Southeast Missouri State U Cape Girardeau, Missouri	5:30 PM Away
February 16	M BB/U of Missouri-Rolla	Home
February 16	W BB/U of Missouri-Rolla	5:30 PM Home
February 18	M BB/U of Missouri-St. Louis	Home
February 18	W BB/U of Missouri-St. Louis	5:30 PM Home
February 23	M BB/Central Missouri State U Warrensburg,Missouri	Away
February 23	W BB/Central Missouri State U Warrensburg, Missouri	5:30 PM Away
February 25	M BB/Northeast Missouri State U	Home
February 26	W BB/MIAA Tourney-Round 1	
February 28	W BB/MIAA Tourney-Semi Finals	
February 28	Alumni Chapter Meeting/Sun City West	
February 28	Alumni Chapter Meeting/Phoenix, AZ	

MARCH 1991

March 1	Alumni Chapter Meeting/Tuscon, AZ	
March 2	Alumni Chapter Meeting/Southern CA	
March	SAA Workers Phonathon Party	
March 2	M BB/Lincoln University	Home
March 2	Women BB/MIAA Tourney-Finals	
March 5	M BB/MIAA Tourney (1st Round)	
March 5	Solo Series/Max van Egmond, Baritone	
March 7	Commemoration Day	
March 7	M BB/MIAA Tourney (2nd Round)	
March 9	M BB/MIAA Tourney (Finals)	
March 9	Alumni Chapter Meeting/Dallas	
March 9 to 17	Spring Break	

March 13	KRPS Faculty-Staff Newsletter	
March 15	May 1991 New Graduates Mailing	
March 22	Alumni Chapter Meeting/Wichita	
March 25	Direct Mail #3	
March 26	Alumni Chapter Meeting/Independence	
March 27	Senior Grill Out	
March 28	Alumni Chapter Meeting/Parsons	
APRIL 1991		
April 5	Alumni Chapter Meeting/Coffeyville	
April 5	PSU Foundation Trustees Meeting	Alumni Center
April 8	Alumni Chapter Meeting/Ft. Scott	
April 8	Friends of KRPS Advisory Meeting	
April 11	Timmons Series/Poetry, Essay Reading/Linda Hogan	
April 15-16	Football Phonathon	
April 22-23	Football Phonathon	
April 23	Solo Series/Nicholas Smith, Horn	
April 24	PSU Appreciation Day	
MAY 1991		
May 1	LYBUNT Mailing	
May 1	In-kind Campus Letter	
May 2	Alumni Chapter Meeting/Springfield	
May 6	Athletics Scholarship Drive (through June 6)	
May 8	KRPS Faculty Staff Newsletter	
May 17	Alumni Association Board Meeting	6:30 PM
May 18	Commencement Luncheon	
JUNE 1991		
June 4	Summer Classes Begin	
June 11	Reunion Classes	
June 12	Half Century Reunion	
June 24	Gorilla Golf Tournament	
JULY 1991		
July 8	Friends of KRPS Advisory Meeting	
July 12	Annual PSU Foundation Meeting	

PITTSBURG STATE UNIVERSITY
OFFICE OF DEVELOPMENT
ANNUAL FUND CALENDER
FISCAL YEAR 1991

August 1	Reminder letter (#3) for Community Campaign from campaign chairperson Reminder letter (#2) for Direct Mail #3
August 30	In-kind campus informational mailing
September 20	Direct Mail #1
September 30	May and July 1990 new graduate mailing (postcard)
October 15	Reminder letter (#3) for Phonathon
November 6	Community Campaign and Faculty/Staff Campaign Kick-Off
November 6-9	Community Campaign and Faculty/Staff Campaigns
November 8	Direct Mail #2
November 10	Thanksgiving card mailing to Foundation members
November 15	Reminder letter (#1) for Direct Mail #1
November 30	Fall reunion class giving letter
December 1	Confirmation letter for Community Campaign and Faculty/Staff Campaign Calendar year tax saving letter
January 15	Reminder letter (#1) for Community Campaign and Faculty/Staff Campaign Reminder letter (#2) for Direct Mail #1 Reminder letter (#1) for Direct Mail #2
February 10 - March 3	Foundation Phonathon
March 15	Reminder letter (#2) for Community Campaign and Faculty/Staff Campaign Reminder letter (#3) for Direct Mail #1 Reminder letter (#2) for Direct Mail #2 Confirmation letter for Phonathon May 1991 new graduate mailing
March 25	Direct Mail #3
April 15	Reminder letter (#1) for Phonathon Selection of Reunion Giving Chairman for each reunion class (summer and fall reunions)
May 1	LYBUNT mailing to all 1990 donors who have not yet given in 1991 In-kind campus wrap-up letter
May 15	Reminder letter (#3) for Direct Mail #2 Reminder letter (#1) for Direct Mail (#3)
June 15	Reminder letter (#2) for Phonathon

PITTSBURG STATE UNIVERSITY
OFFICE OF DEVELOPMENT
CALENDAR FOR PLEDGE-REMINDER DATES
FISCAL YEAR 1991

ATHLETIC SCHOLARSHIP DRIVE

June 15	Confirmation Letter
July 15	Reminder Letter
August 15	Reminder Letter
October 15	Reminder Letter
December 15	Reminder Letter

COMMUNITY CAMPAIGN

December 1	Confirmation Letter
January 15	1st Reminder Letter
March 15	2nd Reminder Letter

PHONATHON

March 15	Confirmation Letter
April 15	1st Reminder Letter
June 15	2nd Reminder Letter
October 15	3rd Reminder Letter (final)

DIRECT MAIL

Novenber 15	#1 Direct Mail Reminder
January 15	#1 Direct Mail Reminder
	#2 Direct Mail Reminder
March 15	#1 Direct Mail Reminder
	#2 Direct Mail Reminder
May 15	#2 Direct Mail Reminder
	#3 Direct Mail Reminder
July 15	#3 Direct Mail Reminder

PITTSBURG STATE UNIVERSITY
OFFICE OF PUBLIC RELATIONS
PUBLICATIONS CALENDAR
FISCAL YEAR 1991

JUNE 1990	
June 18	Report Newsletter (Summer Issue)/Copy Due
June 20	Foundation News (Summer Issue)/Copy Due
JULY 1990	
July 19	Foundation News (Summer Issue)/Delivery Date
July 25	Report Newsletter (Summer Issue)/Delivery Date
July 25	School of Business (Fall Issue)/Copy Due
AUGUST 1990	
August 15	Gorilla News (Fall Issue)/Copy Due
August 18	Report Newsletter (Summer/Fall Issue)/Copy Due
SEPTEMBER 1990	
September 1	Gorilla News (Fall Issue)/Delivery Date
September 12	School of Business (Fall Issue)/Delivery Date
September 26	Report Newsletter (Summer/Fall Issue)/Delivery Date
OCTOBER 1990	
October 5	The Scholar (Fall Issue)/Copy Due
October 5	School of Technology (Fall Issue)/Copy Due
October 9	Foundation News (Fall Issue)/Copy Due
October 19	PSU Magazine (Fall Issue)/Copy Due
NOVEMBER 1990	
November 5	School of Technology (Fall Issue)/Delivery Date
November 9	Foundation News (Fall Issue)/Delivery Date
November 15	The Scholar (Fall Issue)/Delivery Date
DECEMBER 1990	
December 10	PSU Magazine (Fall Issue)/Delivery Date

JANUARY 1991	
January 14	Report Newsletter (Winter Issue)/Copy Due
FEBRUARY 1991	
February 12	Report Newsletter (Winter Issue)/Delivery Date
February 15	School of Technology (Spring Issue)/Copy Due
February 20	Gorilla News (Spring Issue)/Copy Due
MARCH 1991	
March 1	School of Business (Spring Issue)/Copy Due
March 4	The Scholar (Spring Issue)/Copy Due
March 6	Arts and Sciences (Spring Issue)/Copy Due
March 11	Gorilla News (Spring Issue)/Delivery Date
March 20	School of Technology (Spring Issue)/Delivery Date
March 25	PSU Magazine (Spring Issue)/Copy Due
APRIL 1991	
April 4	The Scholar (Spring Issue)/Delivery Date
April 12	Arts and Sciences (Spring Issue)/Delivery Date
April 22	Foundation News (Spring Issue)/Copy Due
April 24	School of Business (Spring Issue)/Delivery Date
MAY 1991	
May 1	PSU Magazine (Spring Issue)/Delivery Date
May 20	Foundation News (Spring Issue)/Delivery Date

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PITTSBURG STATE UNIVERSITY
OFFICE OF INTERCOLLEGIATE ATHLETICS
CALENDAR OF ATHLETIC EVENTS
FISCAL YEAR 1991

FOOTBALL

SEPTEMBER			
September 1	Northeast Missouri State U	7:00 PM	Home
September 8	Missouri Western State C St Joseph, MO	7:00 PM	Away
September 15	Southwest Baptist University	7:00 PM	Home
September 22	Cameron University, Lawton, OK	7:00 PM	Away
September 29	Southeast Missouri State U	7:00 PM	Home
OCTOBER			
October 6	Northwest Missouri State U, Maryville	1:30 PM	Away
October 13	Central Missouri State U Homecoming	2:00 PM	Home
October 20	University of Missouri-Rolla	7:00 PM	Home
October 27	Washburn University, Topeka, KS	7:00 PM	Away
NOVEMBER			
November 10	Missouri Southern State C, Joplin, MO	1:30 PM	Away

VOLLEYBALL

AUGUST			
August 31	Pittsburg State U Tournament	TBA	Home
SEPTEMBER			
September 1	Pittsburg State U Tournament	TBA	Home
September 4	Drury College, Springfield, MO	6:30 PM	Away
September 11	University of Tulsa	7:00 PM	Home
September 13	Ottawa University	6:30 PM	Home
September 14 and 15	Missouri Southern State C Tournament Joplin, MO	TBA	Away
September 18	Emporia State U	7:00 PM	Home
September 21-22	MIAA Round Robin	TBA	Home
September 24	Ottawa University, Ottawa, KS	6:00 PM	Away
OCTOBER			
October 2	Drury College	6:30 PM	Home
October 5-6	Missouri Western State C Tournament	TBA	Away
October 9	Rockhurst College, Kansas City, MO	7:00 PM	Away
October 11	John Brown University	6:30 PM	Home
October 19-20	MIAA Round Robin II	TBA	Away
October 23	John Brown University, Siloam Springs	6:00 PM	Away
October 30	Missouri Southern State C, Joplin, MO	7:00 PM	Away

NOVEMBER

November 6	University of Tulsa, Tulsa, OK	7:00 PM	Away
November 9-10	MIAA Champions Northwest Missouri State University		

MEN'S AND WOMEN'S BASKETBALL

NOVEMBER

November 20	W/Emporia State U, Emporia, KS	6:00 PM	Away
November 20	M/Bartlesville Wesleyan C		Home
November 23-24	M/Missouri Southern State C Classic		Away
November 23-25	W/MSSC Invitational, Joplin, MO	TBA	Away
November 26	M/Oral Roberts University		Home
November 27	W/Quincy College	6:00 PM	Home
November 30-1	M/First State Bank-John Lance Tour.		Home

DECEMBER

December 1	W/School of the Ozarks, Point Lookout	7:00 PM	Away
December 4	M/Rockhurst College, Kansas City, MO		Away
December 7-8	W/Central State Classic, Edmond, OK	TBA	Away
December 10	W/Emporia State University	7:00 PM	Home
December 10	M/Emporia State U, Emporia, KS		Away
December 15	W/William Jewell College	7:00 PM	Home
December 20	M/Rockhurst College		Home

JANUARY

January 4-5	W/Pitt State Classic	6:00 PM 8:00 PM	and Home
January 9	W/Missouri Southern State C, Joplin	5:30 PM	Away
January 9	M/Missouri Southern State C, Joplin		Away
January 12	W/Northwest Missouri State U	5:30 PM	Home
January 12	M/Northwest Missouri State U		Home
January 15	W/Southwest Baptist U, Bolivar, MO	5:30 PM	Away
January 15	M/Southwest Baptist U, Bolivar, MO		Away
January 19	W/Washburn University, Topeka, KS	5:30 PM	Away
January 19	M/Washburn University, Topeka, KS		Away
January 23	W/Southeast Missouri State U	5:30 PM	Home
January 23	M/Southeast Missouri State		Home
January 26	W/U of Missouri-Rolla, Rolla, MO	5:30 PM	Away
Janaury 26	M/U of Missouri-Rolla, Rolla, MO		Away
January 28	W/Lincoln University	5:30 PM	Home
January 28	M/Emporia State University		Home
January 30	W/Missouri Southern State College	5:30 PM	Home
January 30	M/Missouri Southern State College		Home

FEBRUARY

February 2	W/U of Missouri-St. Louis, St. Louis	5:30 PM	Away
February 2	M/U of Missouri-St. Louis, St. Louis		Away
February 4	W/Northeast Missouri State U	7:00 PM	Home
February 6	W/Southwest Baptist University	5:30 PM	Home
February 6	M/Southwest Baptist University		Home
February 9	W/Missouri Western State C/St. Joseph	5:30 PM	Away

February 9	M/Missouri Western State C/St. Joseph		Away
February 13	W/SE Missouri State U, Cape Girardeau	5:30 PM	Away
February 13	M/SE Missouri State U, Cape Girardeau		Away
February 16	W/U of Missouri-Rolla	5:30 PM	Home
February 16	M/U of Missouri-Rolla		Home
February 18	W/U of Missouri-St. Louis	5:30 PM	Home
February 18	M/U of Missouri-St. Louis		Home
February 23	W/Central Missouri State U Warrensburg	5:30 PM	Away
February 23	M/Central Missouri State U Warrensburg		Away
February 23	M/Northeast Missouri State U		Home
February 26	W/MIAA Tournament-Round 1		
February 28	W/MIAA Tournament-Semi Finals		

MARCH

March 2	W/MIAA Tournament-Finals	
March 2	M/Lincoln University	Home
March 5	M/MIAA Tourney (1st Round)	
March 7	M/MIAA Tourney (2nd Round)	
March 9	M MIAA Tourney (Finals)	

TRACK AND CROSS COUNTRY

SEPTEMBER 1990

September 8	CC/Time Trial	Home
September 15	CC/Jayhawk Invitational-Lawrence, KS	Away
September 22	CC/Missouri Southern State C Stampede, Joplin	Away
September 29	CC/Oklahoma State U Jamboree, Stillwater, OK	Away

OCTOBER 1990

October 6	CC/Southwest Missouri State U Invitational Springfield, MO	Away
October 13	CC/Open	
October 22	CC/MIAA Championships-Cape Girardeau, MO	Away

NOVEMBER 1990

November 3	CC/NCAA II Regional-Cape Girardeau, MO	Away
November 17	CC/NCAA II Championships-Arcata, CA	Away

JANUARY 1991

January 19	Track/Pittsburg State U Indoor Classic	Home
January 26	Track/U of Oklahoma Invitational, Norman, OK	Away

FEBRUARY 1991

February 2	Track/Jayhawk Invitational, Lawrence, KS	Away
February 8	Track/Central Missouri State U Invitational Warrensburg, MO	Away
February 15	Track/Pittsburg State U Invitational	Home
February 23	Track/Pittsburg State U All-Comers	Home

MARCH 1991		
March 2	Track/MIAA Championships, Warrensburg, MO	Away
March 8,9	Track/NCAA II Championships, Vermillion, SD	Away
March 23	Track/Pittsburg State U Invitational	Home
March 30	Track/Central Missouri State U Invitational Warrensburg, MO	Away
APRIL 1991		
April 5	Track/Gorilla Relays	Home
April 6	Track/High School Gorilla Relays	Home
April 13	Track/John Jacobs Invitational, Norman, OK	Away
April 19,20	Track/Kansas Relays, Lawrence, KS	Away
April 19	Track/Mule Relays, Warrensburg, MO	Away
April 26,27	Track/Drake Relays, Des Moines, IA	Away
April 26	Track/Southwest Missouri State U Relays Springfield, MO	Away
MAY 1991		
May 2-4	Track/MIAA Championships, Maryville, MO	Away
May 11	Track/Last Chance Meet	TBA
May 23-25	Track/NCAA II Championships	TBA

PITTSBURG STATE UNIVERSITY
KRPS FM 90 CALENDAR
FISCAL YEAR 1991

JULY 1990	
July 18	August/September Mosaic to printing
July 18	Friends of KRPS Advisory Council
July 25	Mosaic delivered to KRPS
July 26	Mosaic to Post Office
AUGUST 1990	
August	Order all premiums for Fall Fundraiser
August 29	Faculty-staff newsletter
SEPTEMBER 1990	
September	Planning for Fall Fundraiser
September 18	October Mosaic to printing
September 19	Friends of KRPS Advisory Council
September 25	Mosaic delivered to KRPS
September 26	Mosaic to Post Office
OCTOBER 1990	
October 8	Friends of KRPS Advisory Council
October 18	November Mosaic to printing
October 22-28	KRPS Fall Fundraiser
October 24	Faculty-Staff Newsletter
October 25	Mosaic delivered to KRPS
October 26	Mosaic to Post Office
NOVEMBER 1990	
November 13	December/January Mosaic to printing
November 14	Friends of KRPS Advisory Council
November 20	Mosaic delivered to KRPS
November 21	Mosaic to Post Office
November 28	Christmas brochure to printing
DECEMBER 1990	
December 6	Christmas brochure mailed
December 12	Hanukkah programming
December 16	Holiday programming begins
December 31	New Year's Eve special programming
JANUARY 1991	
January 9	Faculty-Staff Newsletter
January 14	Friends of KRPS Advisory Council
January 17	February Mosaic to printing
January 24	Mosaic delivered to KRPS
January 25	Mosaic to Post Office

FEBRUARY 1991	
February	Order all premiums for Spring Fundraiser
February 14	March Mosaic to printing
February 21	Mosaic delivered to KRPS
February 22	Mosaic to Post Office
MARCH 1991	
March	Planning for Spring Fundraiser
March 13	Faculty-Staff Newsletter
March 18	April Mosaic to printing
March 25	Mosaic delivered to KRPS
March 26	Mosaic to Post Office
APRIL 1991	
April	Final planning for Spring fundraiser Spring Fundraiser dates to be determined
April 8	Friends of KRPS Advisory Council
April 16	May/June Mosaic to printing
April 23	Mosaic delivered to KRPS
April 24	Mosaic to Post Office
MAY 1991	
May 8	Faculty-Staff Newsletter
JUNE 1991	
June 18	July Mosaic to printing
June 25	Mosaic delivered to KRPS
June 26	Mosaic to Post Office
JULY 1991	
July 8	Friends of KRPS Advisory Council
OCTOBER 1991	
October 14	Friends of KRPS Advisory Council

PITTSBURG STATE UNIVERSITY
OFFICE OF ALUMNI RELATIONS
ALUMNI CHAPTER MEETINGS
FISCAL YEAR 1991

SEPTEMBER, 1990	
September 1	Pittsburg Tailgate
September 6	Girard, Kansas
September 22	Wichita, Kansas (Recent Grads 1980-90)
September 25	Neosho County, Chanute, Kansas
September 27	Tulsa, Oklahoma
OCTOBER, 1990	
October 9	Bartlesville, Oklahoma
October 11	Cherokee County, Columbus, Kansas
October 27	Topeka, Kansas
NOVEMBER, 1990	
November 10	Joplin, Missouri
DECEMBER, 1990	
JANUARY, 1991	
FEBRUARY, 1991	
February 2	St. Louis, Missouri
February 28	Sun City West, Arizona
February 28	Phoenix, Arizona
MARCH, 1991	
March 1	Tuscon, Arizona
March 2	Southern California
March 9	Dallas-Fort Worth, Texas
March 22	Wichita, Kansas
March 26	Independence, Kansas
March 28	Labette County, Parsons, Kansas
APRIL, 1991	
April 5	Coffeyville, Kansas
April 8	Fort Scott, Kansas
MAY, 1991	
May 2, 1991	Springfield, Missouri

APPENDIX 2

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1989

Table 1

Alphabetical Listing

	Dollars Raised	Enrollment	Dollar Ratio
Adams State C/CO	96,007	2,500	38.40
U of Alabama/Huntsville	577,686	8,105	71.27
U of Alaska/Fairbanks	1,328,694	7,789	170.58
Albany State C/GA	153,212	2,104	72.81
Alcorn State U/MS	506,585	2,757	183.74
Appalachian State U/NC	3,071,607	11,573	265.41
Arkansas State U	1,594,890	9,026	176.69
U of Arkansas/Little Rock	1,502,541	10,842	138.58
U of Arkansas/Pine Bluff	227,907	3,333	68.37
Auburn U/Montgomery	393,592	5,580	70.53
Augusta C/GA	1,103,340	4,839	228.00
U of Baltimore/MD	946,675	5,522	171.43
Bemidji State U/MN	646,593	5,035	128.58
Black Hills State U/SD	120,427	2,282	52.77
Bloomsburg U/PA	1,339,928	6,534	205.07
Boise State U/ID	2,488,605	12,586	197.72
Bowie State C/MD	301,784	3,326	90.73
California State U/Bakersfield	717,994	4,930	145.63
California State U/Chico	2,447,437	16,028	152.69
California State U/Dominguez Hills	467,161	8,106	57.63
California State U/Fresno	7,488,622	20,596	363.59
California State U/Fullerton	5,503,228	26,112	210.75
California State U/Hayward	525,024	14,549	36.08
California State U/Humboldt	769,011	7,419	103.65
California State U/Long Beach	4,047,998	34,307	117.99
California State U/Los Angeles	3,336,726	21,150	157.76
California State U/Northridge	3,214,456	31,531	101.94
California State U/Pomona	4,441,288	18,930	234.61
California State U/Sacramento	4,331,991	26,545	163.19
California State U/San Bernardino	468,767	9,673	48.46
California State U/San Diego	8,548,716	35,821	238.65
California State U/San Francisco	2,800,583	28,132	99.55
California State U/San Jose	6,169,272	32,438	190.18
California State U/San Luis Obispo	7,870,493	16,553	476.04
California State U/Sonoma	1,128,222	6,892	163.70

California State U/Stanislaus	508,790	5,299	96.01
California State U/System	1,122,978	NA	NA
Castleton State C/VT	163,556	1,961	83.40
Central Michigan U	3,601,727	17,032	211.46
Central Missouri State U	1,455,892	8,834	164.80
Chadron State C/NE	192,167	2,532	75.89
Chicago State U/IL	70,112	7,047	9.94
Clarion U/PA	675,305	6,601	102.30
Coppin State C/MD	204,324	2,240	91.21
Cuny City C/NY	6,440,080	13,368	481.75
Cuny Herbert H. Lehman C/NY	242,520	9,498	25.53
East Carolina U/NC	6,456,025	15,579	414.40
East Stroudsburg U/PA	1,168,717	4,910	238.02
East Tennessee State U	1,473,866	10,781	136.70
Eastern Connecticut State U	116,896	4,400	26.56
Eastern Illinois U	1,123,668	10,500	107.01
Eastern Kentucky U	2,046,620	13,664	149.78
Eastern Michigan U	3,520,209	23,288	151.15
Eastern Montana C	691,850	3,994	173.22
Eastern Washington U	583,083	8,905	65.47
Edinboro U/PA	1,246,609	7,001	178.06
Elizabeth City State U/NC	228,715	1,583	144.48
Emporia State U/KS	1,923,344	5,763	333.74
Fitchburg State C/MA	401,078	3,650	109.88
Francis Marion C/SC	465,947	3,929	118.59
Frostburg State U/MD	693,513	4,525	153.26
George Mason U/VA	5,300,787	18,965	279.50
Georgia C	459,342	4,522	101.57
Georgia Southern C	1,230,540	9,841	125.04
Governors State U/IL	268,442	2,210	121.46
Grand Valley State U/MI	4,677,381	9,768	478.84
Indiana U/PA	1,949,090	13,650	142.79
James Madison U/VA	1,880,189	10,500	179.06
Kennesaw State C/GA	794,769	8,614	92.26
Kentucky State U	359,825	2,105	170.93
Kutztown U/PA	808,641	7,168	112.81
Lake Superior State U/MI	748,398	3,155	237.21
Lamar U/TX	3,454,481	14,645	235.88
Lock Haven U/PA	218,359	3,216	67.89
Longwood C/VA	889,332	3,042	292.35
U of Maine/Farmington	133,725	2,427	55.09
Mankato State U/MN	3,649,591	15,942	228.92
Mansfield U/PA	241,538	2,980	81.05
Marshall U/WV	7,126,099	12,580	566.46
Mary Washington C/VA	886,870	3,427	258.78

Michigan Technical U	4,130,028	6,502	635.19
Midwestern State U/TX	886,422	5,394	164.33
Millerville U/PA	1,002,268	7,389	135.64
Mississippi U For Women	387,134	2,064	187.56
Missouri Southern State C	323,194	6,026	53.63
Missouri Western State C	533,374	4,153	128.43
Montana C of Science & Technology	872,082	1,818	479.69
U of Montevallo/AL	1,086,904	2,719	399.74
Morehead State U/KY	700,934	7,379	94.99
Murray State U/KY	1,536,860	7,628	201.47
U of North Carolina/Asheville	1,355,090	3,061	442.69
U of North Carolina/Charlotte	3,871,088	12,970	298.46
U of North Carolina/Wilmington	2,351,858	7,086	331.90
U of New Hampshire/Plymouth	272,915	3,934	69.37
North Adams State C/MA	94,747	2,100	45.11
North Carolina A&T State U	5,305,741	6,161	861.18
U of North Florida	1,670,995	7,295	229.06
Northeastern State U/MA	732,470	8,707	84.12
U of Northern Iowa	2,595,850	11,472	226.27
Northern Kentucky U	806,408	9,497	84.91
Northern State C/SD	671,547	3,108	312.59
Oakland U/MI	3,088,165	12,385	249.34
Pan American U/TX	1,872,040	12,565	148.98
Pittsburg State U/KS	2,495,876	5,609	444.97
Saginaw Valley State U/MI	1,440,788	5,870	245.44
Salem State C/MA	254,342	11,060	22.99
Salisbury State U/MD	2,401,680	4,960	484.20
U of South Carolina/Spartanburg	485,135	3,422	141.76
Shippensburg U/PA	1,152,225	6,386	180.42
Slippery Rock U/PA	599,263	6,871	87.21
South Dakota State U	2,200,996	6,871	320.33
Southeast Missouri State U	4,752,742	8,528	557.31
Southeastern Massachusetts U.	3,940,325	7,824	503.62
Southern Arkansas U	390,172	2,098	185.97
U of Southern Indiana	662,291	5,265	125.79
U of Southern Maine	562,496	10,160	55.36
Southwest Missouri State U	2,921,726	17,318	168.71
Southwest State U/MN	624,143	2,732	228.45
St. Cloud State U/MN	1,069,518	16,252	65.80
Stockton State C/NJ	275,832	5,293	52.11
Suny C/Brockport	781,085	8,840	88.35
Suny C/Fredonia	319,125	5,000	63.82
Suny C/Geneseo	395,136	5,321	74.25
Suny C/Old Westbury	49,213	3,923	12.54
Suny C/Oneonta	464,039	6,017	77.12

Suny C/Oswego	573,996	8,672	66.18
Suny C/Plattsburgh	502,025	6,594	76.13
Suny C/Potsdam	827,063	4,310	191.89
Suny C of Technology/Utica-Rome	288,496	2,490	115.86
U of Texas/El Paso	3,545,288	14,971	236.81
U of Texas/Permian Basin	364,259	2,312	157.55
U of Texas/San Antonio	1,435,053	13,134	109.26
U of Texas/Tyler	1,027,567	3,859	266.28
Thomas A. Edison State C/NJ	208,281	6,844	30.43
Towson State U/MD	720,363	16,462	43.75
Washburn U/KS	6,623,798	6,574	1,007.57
West Chester U/PA	618,520	NA	NA
U of West Florida	679,402	7,145	95.08
West Georgia C	461,660	6,710	68.80
West Virginia State C	568,953	4,509	126.18
Western Carolina U/NC	1,666,757	6,055	275.26
Western Illinois U	1,219,948	13,328	91.53
Western Oregon State C	399,686	3,980	100.42
Western State C/CO	152,056	2,665	57.05
Westfield State C/MA	108,393	5,106	21.22
Winona State U/MN	1,328,644	6,972	190.56
Winston-Salem State U/NC	466,558	2,532	184.26
U of Wisconsin/Green Bay	2,667,256	5,221	510.87
U of Wisconsin/Oshkosh	815,774	11,917	68.45
U of Wisconsin/Parkside	223,605	5,152	43.40
U of Wisconsin/Platteville	752,895	5,400	139.42
U of Wisconsin/Stout	1,473,050	7,599	193.84
U of Wisconsin/Superior	193,814	2,405	80.58
U of Wisconsin/Whitewater	328,663	10,458	31.42
Wright State U/OH	1,784,790	17,104	104.34

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1989

Table 2

Rank By Dollars Raised

	Dollars Raised	Enroll ment	Dollar Ratio
California State U/San Diego	8,548,716	35,821	238.65
California State U/San Luis Obispo	7,870,493	16,553	476.04
California State U/Fresno	7,488,622	20,596	363.59
Marshall U/WV	7,126,099	12,580	566.46
Washburn U/KS	6,623,798	6,574	1,007.57
East Carolina U/NC	6,456,025	15,579	414.40
Cuny City C/NY	6,440,080	13,368	481.75
California State U/San Jose	6,169,272	32,438	190.18
California State U/Fullerton	5,503,228	26,112	210.75
North Carolina A&T State U	5,305,741	6,161	861.18
George Mason U/VA	5,300,787	18,965	279.50
Southeast Missouri State U	4,752,742	8,528	557.31
Grand Valley State U/MI	4,677,381	9,768	478.84
California State U/Pomona	4,441,288	18,930	234.61
California State U/Sacramento	4,331,991	26,545	163.19
Michigan Technical U	4,130,028	6,502	635.19
California State U/Long Beach	4,047,998	34,307	117.99
Southeastern Massachusetts U.	3,940,325	7,824	503.62
U of North Carolina/Charlotte	3,871,088	12,970	298.46
Mankato State U/MN	3,649,591	15,942	228.92
Central Michigan U	3,601,727	17,032	211.46
U of Texas/El Paso	3,545,288	14,971	236.81
Eastern Michigan U	3,520,209	23,288	151.15
Lamar U/TX	3,454,481	14,645	235.88
California State U/Los Angeles	3,336,726	21,150	157.76
California State U/Northridge	3,214,456	31,531	101.94
Oakland U/MI	3,088,165	12,385	249.34
Appalachian State U/NC	3,071,607	11,573	265.41
Southwest Missouri State U	2,921,726	17,318	168.71
California State U/San Francisco	2,800,583	28,132	99.55
U of Wisconsin/Green Bay	2,667,256	5,221	510.87
U of Northern Iowa	2,595,850	11,472	226.27
Pittsburg State U/KS	2,495,876	5,609	444.97
Boise State U/ID	2,488,605	12,586	197.72
California State U/Chico	2,447,437	16,028	152.69

Salisbury State U/MD	2,401,680	4,960	484.20
U of North Carolina/Wilmington	2,351,858	7,086	331.90
South Dakota State U	2,200,996	6,871	320.33
Eastern Kentucky U	2,046,620	13,664	149.78
Indiana U/PA	1,949,090	13,650	142.79
Emporia State U/KS	1,923,344	5,763	333.74
James Madison U/VA	1,880,189	10,500	179.06
Pan American U/TX	1,872,040	12,565	148.98
Wright State U/OH	1,784,790	17,104	104.34
U of North Florida	1,670,995	7,295	229.06
Western Carolina U/NC	1,666,757	6,055	275.26
Arkansas State U	1,594,890	9,026	176.69
Murray State U/KY	1,536,860	7,628	201.47
U of Arkansas/Little Rock	1,502,541	10,842	138.58
East Tennessee State U	1,473,866	10,781	136.70
U of Wisconsin/Stout	1,473,050	7,599	193.84
Central Missouri State U	1,455,892	8,834	164.80
Saginaw Valley State U/MI	1,440,788	5,870	245.44
U of Texas/San Antonio	1,435,053	13,134	109.26
U of North Carolina/Ashville	1,355,090	3,061	442.69
Bloomsburg U/PA	1,339,928	6,534	205.07
U of Alaska/Fairbanks	1,328,694	7,789	170.58
Winona State U/MN	1,328,644	6,972	190.56
Edinboro U/PA	1,246,609	7,001	178.06
Georgia Southern C	1,230,540	9,841	125.04
Western Illinois U	1,219,948	13,328	91.53
East Stroudsburg U/PA	1,168,717	4,910	238.02
Shippensburg U/PA	1,152,225	6,386	180.42
California State U/Sonoma	1,128,222	6,892	163.70
Eastern Illinois U	1,123,668	10,500	107.01
California State U/System	1,122,978	NA	NA
Augusta C/GA	1,103,340	4,839	228.00
U of Montevallo/AL	1,086,904	2,719	399.74
St. Cloud State U/MN	1,069,518	16,252	65.80
U of Texas/Tyler	1,027,567	3,859	266.28
Millerville U/PA	1,002,268	7,389	135.64
U of Baltimore/MD	946,675	5,522	171.43
Longwood C/VA	889,332	3,042	292.35
Mary Washington C/VA	886,870	3,427	258.78
Midwestern State U/TX	886,422	5,394	164.33
Montana C of Science & Technology	872,082	1,818	479.69
Suny C/Potsdam	827,063	4,310	191.89
U of Wisconsin/Oshkosh	815,774	11,917	68.45
Kutztown U/PA	808,641	7,168	112.81
Northern Kentucky U	806,408	9,497	84.91

Kennesaw State C/GA	794,769	8,614	92.26
Suny C/Brockport	781,085	8,840	88.35
California State U/Humboldt	769,011	7,419	103.65
U of Wisconsin/Platteville	752,895	5,400	139.42
Lake Superior State U/MI	748,398	3,155	237.21
Northeastern State U/MA	732,470	8,707	84.12
Towson State U/MD	720,363	16,462	43.75
California State U/Bakersfield	717,994	4,930	145.63
Morehead State U/KY	700,934	7,379	94.99
Frostburg State U/MD	693,513	4,525	153.26
Eastern Montana C	691,850	3,994	173.22
U of West Florida	679,402	7,145	95.08
Clarion U/PA	675,305	6,601	102.30
Northern State C/SD	671,547	3,108	312.59
U of Southern Indiana	662,291	5,265	125.79
Bemidji State U/MN	646,593	5,035	128.58
Southwest State U/MN	624,143	2,732	228.45
West Chester U/PA	618,520	NA	NA
Slippery Rock U/PA	599,263	6,871	87.21
Eastern Washington U	583,083	8,905	65.47
U of Alabama/Huntsville	577,686	8,105	71.27
Suny C/Oswego	573,996	8,672	66.18
West Virginia State C	568,953	4,509	126.18
U of Southern Maine	562,496	10,160	55.36
Missouri Western State C	533,374	4,153	128.43
California State U/Hayward	525,024	14,549	36.08
California State U/Stanislaus	508,790	5,299	96.01
Alcorn State U/MS	506,585	2,757	183.74
Suny C/Plattsburgh	502,025	6,594	76.13
U of South Carolina/Spartanburg	485,135	3,422	141.76
California State U/San Bernardino	468,767	9,673	48.46
California State U/Dominguez Hills	467,161	8,106	57.63
Winston-Salem State U/NC	466,558	2,532	184.26
Francis Marion C/SC	465,947	3,929	118.59
Suny C/Oneonta	464,039	6,017	77.12
West Georgia C	461,660	6,710	68.80
Georgia C	459,342	4,522	101.57
Fitchburg State C/MA	401,078	3,650	109.88
Western Oregon State C	399,686	3,980	100.42
Suny C/Geneseo	395,136	5,321	74.25
Auburn U/Montgomery	393,592	5,580	70.53
Southern Arkansas U	390,172	2,098	185.97
Mississippi U For Women	387,134	2,064	187.56
U of Texas/Permian Basin	364,259	2,312	157.55
Kentucky State U	359,825	2,105	170.93

U of Wisconsin/Whitewater	328,663	10,458	31.42
Missouri Southern State C	323,194	6,026	53.63
Suny C/Fredonia	319,125	5,000	63.82
Bowie State C/MD	301,784	3,326	90.73
Suny C of Technology/Utica-Rome	288,496	2,490	115.86
Stockton State C/NJ	275,832	5,293	52.11
U of New Hampshire/Plymouth	272,915	3,934	69.37
Governors State U/IL	268,442	2,210	121.46
Salem State C/MA	254,342	11,060	22.99
Cuny Herbert H. Lehman C/NY	242,520	9,498	25.53
Mansfield U/PA	241,538	2,980	81.05
Elizabeth City State U/NC	228,715	1,583	144.48
U of Arkansas/Pine Bluff	227,907	3,333	68.37
U of Wisconsin/Parkside	223,605	5,152	43.40
Lock Haven U/PA	218,359	3,216	67.89
Thomas A. Edison State C/NJ	208,281	6,844	30.43
Coppin State C/MD	204,324	2,240	91.21
U of Wisconsin/Superior	193,814	2,405	80.58
Chadron State C/NE	192,167	2,532	75.89
Castleton State C/VT	163,556	1,961	83.40
Albany State C/GA	153,212	2,104	72.81
Western State C/CO	152,056	2,665	57.05
U of Maine/Farmington	133,725	2,427	55.09
Black Hills State U/SD	120,427	2,282	52.77
Eastern Connecticut State U	116,896	4,400	26.56
Westfield State C/MA	108,393	5,106	21.22
Adams State C/CO	96,007	2,500	38.40
North Adams State C/MA	94,747	2,100	45.11
Chicago State U/IL	70,112	7,047	9.94
Suny C/Old Westbury	49,213	3,923	12.54

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1989

Table 3

Rank By Ratio Of Dollars Raised To Enrollment

	Dollars Raised	Enroll ment	Dollar Ratio
Washburn U/KS	6,623,798	6,574	1,007.57
North Carolina A&T State U	5,305,741	6,161	861.18
Michigan Technical U	4,130,028	6,502	635.19
Marshall U/WV	7,126,099	12,580	566.46
Southeast Missouri State U	4,752,742	8,528	557.31
U of Wisconsin/Green Bay	2,667,256	5,221	510.87
Southeastern Massachusetts U.	3,940,325	7,824	503.62
Salisbury State U/MD	2,401,680	4,960	484.20
Cuny City C/NY	6,440,080	13,368	481.75
Montana C of Science & Technology	872,082	1,818	479.69
Grand Valley State U/MI	4,677,381	9,768	478.84
California State U/San Luis Obispo	7,870,493	16,553	476.04
Pittsburg State U/KS	2,495,876	5,609	444.97
U of North Carolina/Asheville	1,355,090	3,061	442.69
East Carolina U/NC	6,456,025	15,579	414.40
U of Montevallo/AL	1,086,904	2,719	399.74
California State U/Fresno	7,488,622	20,596	363.59
Emporia State U/KS	1,923,344	5,763	333.74
U of North Carolina/Wilmington	2,351,858	7,086	331.90
South Dakota State U	2,200,996	6,871	320.33
Northern State C/SD	671,547	3,108	312.59
U of North Carolina/Charlotte	3,871,088	12,970	298.46
Longwood C/VA	889,332	3,042	292.35
George Mason U/VA	5,300,787	18,965	279.50
Western Carolina U/NC	1,666,757	6,055	275.26
U of Texas/Tyler	1,027,567	3,859	266.28
Appalachian State U/NC	3,071,607	11,573	265.41
Mary Washington C/VA	886,870	3,427	258.78
Oakland U/MI	3,088,165	12,385	249.34
Saginaw Valley State U/MI	1,440,788	5,870	245.44
California State U/San Diego	8,548,716	35,821	238.65
East Stroudsburg U/PA	1,168,717	4,910	238.02
Lake Superior State U/MI	748,398	3,155	237.21
U of Texas/El Paso	3,545,288	14,971	236.81
Lamar U/TX	3,454,481	14,645	235.88

California State U/Pomona	4,441,288	18,930	234.61
California State U/System	1,122,978	NA	NA
U of North Florida	1,670,995	7,295	229.06
Mankato State U/MN	3,649,591	15,942	228.92
Southwest State U/MN	624,143	2,732	228.45
Augusta C/GA	1,103,340	4,839	228.00
U of Northern Iowa	2,595,850	11,472	226.27
Central Michigan U	3,601,727	17,032	211.46
California State U/Fullerton	5,503,228	26,112	210.75
Bloomsburg U/PA	1,339,928	6,534	205.07
Murray State U/KY	1,536,860	7,628	201.47
Boise State U/ID	2,488,605	12,586	197.72
U of Wisconsin/Stout	1,473,050	7,599	193.84
Suny C/Potsdam	827,063	4,310	191.89
Winona State U/MN	1,328,644	6,972	190.56
California State U/San Jose	6,169,272	32,438	190.18
Mississippi U For Women	387,134	2,064	187.56
Southern Arkansas U	390,172	2,098	185.97
Winston-Salem State U/NC	466,558	2,532	184.26
Alcorn State U/MS	506,585	2,757	183.74
Shippensburg U/PA	1,152,225	6,386	180.42
James Madison U/VA	1,880,189	10,500	179.06
Edinboro U/PA	1,246,609	7,001	178.06
Arkansas State U	1,594,890	9,026	176.69
Eastern Montana C	691,850	3,994	173.22
U of Baltimore/MD	946,675	5,522	171.43
Kentucky State U	359,825	2,105	170.93
U of Alaska/Fairbanks	1,328,694	7,789	170.58
Southwest Missouri State U	2,921,726	17,318	168.71
Central Missouri State U	1,455,892	8,834	164.80
Midwestern State U/TX	886,422	5,394	164.33
California State U/Sonoma	1,128,222	6,892	163.70
California State U/Sacramento	4,331,991	26,545	163.19
California State U/Los Angeles	3,336,726	21,150	157.76
U of Texas/Permian Basin	364,259	2,312	157.55
Frostburg State U/MD	693,513	4,525	153.26
California State U/Chico	2,447,437	16,028	152.69
Eastern Michigan U	3,520,209	23,288	151.15
Eastern Kentucky U	2,046,620	13,664	149.78
Pan American U/TX	1,872,040	12,565	148.98
California State U/Bakersfield	717,994	4,930	145.63
Elizabeth City State U/NC	228,715	1,583	144.48
Indiana U/PA	1,949,090	13,650	142.79
U of South Carolina/Spartanburg	485,135	3,422	141.76
U of Wisconsin/Platteville	752,895	5,400	139.42

U of Arkansas/Little Rock	1,502,541	10,842	138.58
East Tennessee State U	1,473,866	10,781	136.70
Millerville U/PA	1,002,268	7,389	135.64
Bemidji State U/MN	646,593	5,035	128.58
Missouri Western State C	533,374	4,153	128.43
West Virginia State C	568,953	4,509	126.18
U of Southern Indiana	662,291	5,265	125.79
Georgia Southern C	1,230,540	9,841	125.04
Governors State U/IL	268,442	2,210	121.46
Francis Marion C/SC	465,947	3,929	118.59
California State U/Long Beach	4,047,998	34,307	117.99
Suny C of Technology/Utica-Rome	288,496	2,490	115.86
Kutztown U/PA	808,641	7,168	112.81
Fitchburg State C/MA	401,078	3,650	109.88
U of Texas/San Antonio	1,435,053	13,134	109.26
Eastern Illinois U	1,123,668	10,500	107.01
Wright State U/OH	1,784,790	17,104	104.34
California State U/Humboldt	769,011	7,419	103.65
Clarion U/PA	675,305	6,601	102.30
California State U/Northridge	3,214,456	31,531	101.94
Georgia C	459,342	4,522	101.57
Western Oregon State C	399,686	3,980	100.42
California State U/San Francisco	2,800,583	28,132	99.55
California State U/Stanislaus	508,790	5,299	96.01
U of West Florida	679,402	7,145	95.08
Morehead State U/KY	700,934	7,379	94.99
Kennesaw State C/GA	794,769	8,614	92.26
Western Illinois U	1,219,948	13,328	91.53
Coppin State C/MD	204,324	2,240	91.21
Bowie State C/MD	301,784	3,326	90.73
Suny C/Brockport	781,085	8,840	88.35
Slippery Rock U/PA	599,263	6,871	87.21
Northern Kentucky U	806,408	9,497	84.91
Northeastern State U/MA	732,470	8,707	84.12
Castleton State C/VT	163,556	1,961	83.40
Mansfield U/PA	241,538	2,980	81.05
U of Wisconsin/Superior	193,814	2,405	80.58
Suny C/Oneonta	464,039	6,017	77.12
Suny C/Plattsburgh	502,025	6,594	76.13
Chadron State C/NE	192,167	2,532	75.89
Suny C/Geneseo	395,136	5,321	74.25
Albany State C/GA	153,212	2,104	72.81
U of Alabama/Huntsville	577,686	8,105	71.27
Auburn U/Montgomery	393,592	5,580	70.53
U of New Hampshire/Plymouth	272,915	3,934	69.37

West Georgia C	461,660	6,710	68.80
U of Wisconsin/Oshkosh	815,774	11,917	68.45
U of Arkansas/Pine Bluff	227,907	3,333	68.37
Lock Haven U/PA	218,359	3,216	67.89
Suny C/Oswego	573,996	8,672	66.18
St. Cloud State U/MN	1,069,518	16,252	65.80
Eastern Washington U	583,083	8,905	65.47
Suny C/Fredonia	319,125	5,000	63.82
California State U/Dominguez Hills	467,161	8,106	57.63
Western State C/CO	152,056	2,665	57.05
U of Southern Maine	562,496	10,160	55.36
West Chester U/PA	618,520	NA	NA
U of Maine/Farmington	133,725	2,427	55.09
Missouri Southern State C	323,194	6,026	53.63
Black Hills State U/SD	120,427	2,282	52.77
Stockton State C/NJ	275,832	5,293	52.11
California State U/San Bernardino	468,767	9,673	48.46
North Adams State C/MA	94,747	2,100	45.11
Towson State U/MD	720,363	16,462	43.75
U of Wisconsin/Parkside	223,605	5,152	43.40
Adams State C/CO	96,007	2,500	38.40
California State U/Hayward	525,024	14,549	36.08
U of Wisconsin/Whitewater	328,663	10,458	31.42
Thomas A. Edison State C/NJ	208,281	6,844	30.43
Eastern Connecticut State U	116,896	4,400	26.56
Cuny Herbert H. Lehman C/NY	242,520	9,498	25.53
Salem State C/MA	254,342	11,060	22.99
Westfield State C/MA	108,393	5,106	21.22
Suny C/Old Westbury/NY	49,213	3,923	12.54
Chicago State U/IL	70,112	7,047	9.94

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1989

Table 4

Rank By Enrollment

	Dollars Raised	Enroll ment	Dollar Ratio
California State U/San Diego	8,548,716	35,821	238.65
California State U/Long Beach	4,047,998	34,307	117.99
California State U/San Jose	6,169,272	32,438	190.18
California State U/Northridge	3,214,456	31,531	101.94
California State U/San Francisco	2,800,583	28,132	99.55
California State U/Sacramento	4,331,991	26,545	163.19
California State U/Fullerton	5,503,228	26,112	210.75
Eastern Michigan U	3,520,209	23,288	151.15
California State U/Los Angeles	3,336,726	21,150	157.76
California State U/Fresno	7,488,622	20,596	363.59
George Mason U/VA	5,300,787	18,965	279.50
California State U/Pomona	4,441,288	18,930	234.61
Southwest Missouri State U	2,921,726	17,318	168.71
Wright State U/OH	1,784,790	17,104	104.34
Central Michigan U	3,601,727	17,032	211.46
California State U/San Luis Obispo	7,870,493	16,553	476.04
Towson State U/MD	720,363	16,462	43.75
St. Cloud State U/MN	1,069,518	16,252	65.80
California State U/Chico	2,447,437	16,028	152.69
Mankato State U/MN	3,649,591	15,942	228.92
East Carolina U/NC	6,456,025	15,579	414.40
U of Texas/El Paso	3,545,288	14,971	236.81
Lamar U/TX	3,454,481	14,645	235.88
California State U/Hayward	525,024	14,549	36.08
Eastern Kentucky U	2,046,620	13,664	149.78
Indiana U/PA	1,949,090	13,650	142.79
Cuny City C/NY	6,440,080	13,368	481.75
Western Illinois U	1,219,948	13,328	91.53
U of Texas/San Antonio	1,435,053	13,134	109.26
U of North Carolina/Charlotte	3,871,088	12,970	298.46
Boise State U/ID	2,488,605	12,586	197.72
Marshall U/WV	7,126,099	12,580	566.46
Pan American U/TX	1,872,040	12,565	148.98
Oakland U/MI	3,088,165	12,385	249.34
U of Wisconsin/Oshkosh	815,774	11,917	68.45

Appalachian State U/NC	3,071,607	11,573	265.41
California State U/System	1,122,978	NA	NA
U of Northern Iowa	2,595,850	11,472	226.27
Salem State C/MA	254,342	11,060	22.99
U of Arkansas/Little Rock	1,502,541	10,842	138.58
East Tennessee State U	1,473,866	10,781	136.70
Eastern Illinois U	1,123,668	10,500	107.01
James Madison U/VA	1,880,189	10,500	179.06
U of Wisconsin/Whitewater	328,663	10,458	31.42
U of Southern Maine	562,496	10,160	55.36
Georgia Southern C	1,230,540	9,841	125.04
Grand Valley State U/MI	4,677,381	9,768	478.84
California State U/San Bernardino	468,767	9,673	48.46
Cuny Herbert H. Lehman C/NY	242,520	9,498	25.53
Northern Kentucky U	806,408	9,497	84.91
Arkansas State U	1,594,890	9,026	176.69
Eastern Washington U	583,083	8,905	65.47
Suny C/Brockport	781,085	8,840	88.35
Central Missouri State U	1,455,892	8,834	164.80
Northeastern State U/MA	732,470	8,707	84.12
Suny C/Oswego	573,996	8,672	66.18
Kennesaw State C/GA	794,769	8,614	92.26
Southeast Missouri State U	4,752,742	8,528	557.31
California State U/Dominguez Hills	467,161	8,106	57.63
U of Alabama/Huntsville	577,686	8,105	71.27
Southeastern Massachusetts U.	3,940,325	7,824	503.62
U of Alaska/Fairbanks	1,328,694	7,789	170.58
Murray State U/KY	1,536,860	7,628	201.47
U of Wisconsin/Stout	1,473,050	7,599	193.84
California State U/Humboldt	769,011	7,419	103.65
Millerville U/PA	1,002,268	7,389	135.64
Morehead State U/KY	700,934	7,379	94.99
U of North Florida	1,670,995	7,295	229.06
Kutztown U/PA	808,641	7,168	112.81
U of West Florida	679,402	7,145	95.08
U of North Carolina/Wilmington	2,351,858	7,086	331.90
Chicago State U/IL	70,112	7,047	9.94
Edinboro U/PA	1,246,609	7,001	178.06
Winona State U/MN	1,328,644	6,972	190.56
California State U/Sonoma	1,128,222	6,892	163.70
Slippery Rock U/PA	599,263	6,871	87.21
South Dakota State U	2,200,996	6,871	320.33
Thomas A. Edison State C/NJ	208,281	6,844	30.43
West Georgia C	461,660	6,710	68.80
Clarion U/PA	675,305	6,601	102.30

Suny C/Plattsburgh	502,025	6,594	76.13
Washburn U/KS	6,623,798	6,574	1,007.57
Bloomsburg U/PA	1,339,928	6,534	205.07
Michigan Technical U	4,130,028	6,502	635.19
Shippensburg U/PA	1,152,225	6,386	180.42
North Carolina A&T State U	5,305,741	6,161	861.18
Western Carolina U/NC	1,666,757	6,055	275.26
Missouri Southern State C	323,194	6,026	53.63
Suny C/Oneonta	464,039	6,017	77.12
Saginaw Valley State U/MI	1,440,788	5,870	245.44
Emporia State U/KS	1,923,344	5,763	333.74
Pittsburg State U/KS	2,495,876	5,609	444.97
Auburn U/Montgomery	393,592	5,580	70.53
U of Baltimore/MD	946,675	5,522	171.43
U of Wisconsin/Platteville	752,895	5,400	139.42
Midwestern State U/TX	886,422	5,394	164.33
Suny C/Geneseo	395,136	5,321	74.25
California State U/Stanislaus	508,790	5,299	96.01
Stockton State C/NJ	275,832	5,293	52.11
U of Southern Indiana	662,291	5,265	125.79
U of Wisconsin/Green Bay	2,667,256	5,221	510.87
U of Wisconsin/Parkside	223,605	5,152	43.40
Westfield State C/MA	108,393	5,106	21.22
Bemidji State U/MN	646,593	5,035	128.58
Suny C/Fredonia	319,125	5,000	63.82
Salisbury State U/MD	2,401,680	4,960	484.20
California State U/Bakersfield	717,994	4,930	145.63
East Stroudsburg U/PA	1,168,717	4,910	238.02
Augusta C/GA	1,103,340	4,839	228.00
Frostburg State U/MD	693,513	4,525	153.26
Georgia C	459,342	4,522	101.57
West Virginia State C	568,953	4,509	126.18
Eastern Connecticut State U	116,896	4,400	26.56
Suny C/Potsdam	827,063	4,310	191.89
Missouri Western State C	533,374	4,153	128.43
Eastern Montana C	691,850	3,994	173.22
Western Oregon State C	399,686	3,980	100.42
U of New Hampshire/Plymouth	272,915	3,934	69.37
Francis Marion C/SC	465,947	3,929	118.59
Suny C/Old Westbury	49,213	3,923	12.54
U of Texas/Tyler	1,027,567	3,859	266.28
Fitchburg State C/MA	401,078	3,650	109.88
Mary Washington C/VA	886,870	3,427	258.78
U of South Carolina/Spartanburg	485,135	3,422	141.76
U of Arkansas/Pine Bluff	227,907	3,333	68.37

Bowie State C/MD	301,784	3,326	90.73
Lock Haven U/PA	218,359	3,216	67.89
Lake Superior State U/MI	748,398	3,155	237.21
Northern State C/SD	671,547	3,108	312.59
U of North Carolina/Asheville	1,355,090	3,061	442.69
Longwood C/VA	889,332	3,042	292.35
Mansfield U/PA	241,538	2,980	81.05
Alcorn State U/MS	506,585	2,757	183.74
Southwest State U/MN	624,143	2,732	228.45
U of Montevallo/AL	1,086,904	2,719	399.74
Western State C/CO	152,056	2,665	57.05
West Chester U/PA	618,520	NA	NA
Chadron State C/NE	192,167	2,532	75.89
Winston-Salem State U/NC	466,558	2,532	184.26
Adams State C/CO	96,007	2,500	38.40
Suny C of Technology/Utica-Rome	288,496	2,490	115.86
U of Maine/Farmington	133,725	2,427	55.09
U of Wisconsin/Superior	193,814	2,405	80.58
U of Texas/Permian Basin	364,259	2,312	157.55
Black Hills State U/SD	120,427	2,282	52.77
Coppin State C/MD	204,324	2,240	91.21
Governors State U/IL	268,442	2,210	121.46
Kentucky State U	359,825	2,105	170.93
Albany State C/GA	153,212	2,104	72.81
North Adams State C/MA	94,747	2,100	45.11
Southern Arkansas U	390,172	2,098	185.97
Mississippi U For Women	387,134	2,064	187.56
Castleton State C/VT	163,556	1,961	83.40
Montana C of Science & Technology	872,082	1,818	479.69
Elizabeth City State U/NC	228,715	1,583	144.48

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1989

Table 5

Alphabetical Listing of Endowments With Two-Year Comparisons

	ENDOWMENT FY 1989	ENDOWMENT FY 1988
Adams State C/CO	790,016	585,036
U of Alabama/Huntsville	742,792	NA
U of Alaska/Fairbanks	4,175,273	3,314,593
Albany State C/GA	100,400	NA
Alcorn State U/MS	1,819,735	1,868,543
Appalachian State U/NC	12,586,188	10,181,538
Arkansas State U	6,621,961	5,538,283
U of Arkansas/Little Rock	4,345,145	3,439,929
U of Arkansas/Pine Bluff	1,524,744	1,193,020
Auburn U/Montgomery	5,359,556	5,117,429
Augusta C/GA	172,990	3,315,413
U of Baltimore/MD	5,104,874	4,399,796
Bemidji State U/MN	166,063	NA
Black Hills State U/SD	780,450	523,113
Bloomsburg U/PA	2,949,969	NA
Boise State U/ID	9,382,417	8,011,395
Bowie State C/MD	4,789	5,450
California State U/Bakersfield	1,035,483	NA
California State U/Chico	5,582,000	4,616,046
California State U/Dominguez Hills	NA	NA
California State U/Fresno	10,843,290	NA
California State U/Fullerton	1,143,087	NA
California State U/Hayward	418,839	NA
California State U/Humboldt	2,751,577	2,197,758
California State U/Long Beach	4,255,623	2,907,251
California State U/Los Angeles	3,205,604	NA
California State U/Northridge	8,963,500	8,087,964
California State U/Pomona	3,686,000	NA
California State U/Sacramento	2,235,914	661,872
California State U/San Bernardino	721,156	645,932
California State U/San Diego	14,948,418	13,612,859
California State U/San Francisco	3,500,000	1,275,637
California State U/San Jose	3,723,190	NA
California State U/San Luis Obispo	9,514,341	8,780,192
California State U/Sonoma	941,698	480,775

California State U/Stanislaus	324,166	323,672
California State U/System	507,900	NA
Castleton State C/VT	215,606	262,925
Central Michigan U	3,490,208	3,764,712
Central Missouri State U	4,994,159	3,540,835
Chadron State C/NE	1,475,366	NA
Chicago State U/IL	381,000	1,342,106
Clarion U/PA	1,347,256	1,240,476
Coppin State C/MD	383,405	368,770
Cuny City C/NY	17,728,951	17,945,798
Cuny Herbert H. Lehman C/NY	2,046,927	2,056,095
East Carolina U/NC	12,608,179	10,068,324
East Stroudsburg U/PA	448,850	349,353
East Tennessee State U	8,786,868	3,003,079
Eastern Connecticut State U	65,153	181,895
Eastern Illinois U	5,236,643	4,615,162
Eastern Kentucky U	1,550,604	NA
Eastern Michigan U	7,204,453	6,046,818
Eastern Montana C	2,149,800	1,111,000
Eastern Washington U	1,792,891	NA
Edinboro U/PA	532,708	431,923
Elizabeth City State U/NC	250,000	102,000
Emporia State U/KS	13,431,617	12,034,390
Fitchburg State C/MA	1,851,934	1,744,330
Francis Marion C/SC	2,671,981	2,266,384
Frostburg State U/MD	577,950	465,049
George Mason U/VA	8,151,706	12,177,545
Georgia C	2,321,823	2,109,973
Georgia Southern C	1,753,285	1,355,465
Governors State U/IL	NA	72,227
Grand Valley State U/MI	6,639,266	5,786,000
Indiana U/PA	3,972,088	2,899,972
James Madison U/VA	7,509,439	6,246,482
Kennesaw State C/GA	727,575	837,000
Kentucky State U	2,533,054	2,137,594
Kutztown U/PA	1,070,093	801,844
Lake Superior State U/MI	2,253,388	NA
Lamar U/TX	2,838,284	2,524,128
Lock Haven U/PA	20,930	NA
Longwood C/VA	5,932,538	4,902,339
U of Maine/Farmington	1,391,524	1,221,000
Mankato State U/MN	2,640,700	1,759,264
Mansfield U/PA	901,452	794,791
Marshall U/WV	16,632,600	8,059,159
Mary Washington C/VA	6,500,000	7,500,000

Michigan Technical U	1,842,037	2,746,196
Midwestern State U/TX	4,021,750	3,407,100
Millerville U/PA	1,678,540	1,369,587
Mississippi U For Women	4,213,236	NA
Missouri Southern State C	NA	815,747
Missouri Western State C	NA	NA
Montana C of Science & Technology	2,850,000	NA
U of Montevallo/AL	1,389,053	1,057,402
Morehead State U/KY	539,556	5,430
Murray State U/KY	6,397,899	5,332,474
U of North Carolina/Ashville	NA	2,008,226
U of North Carolina/Charlotte	13,932,917	11,281,770
U of North Carolina/Wilmington	5,929,526	NA
U of New Hampshire/Plymouth	430,800	NA
North Adams State C/MA	NA	NA
North Carolina A&T State U	2,067,187	791,788
U of North Florida	296,750	332,552
Northeastern State U/MA	NA	NA
U of Northern Iowa	5,270,287	662,140
Northern Kentucky U	1,136,819	NA
Northern State C/SD	1,327,714	1,049,020
Oakland U/MI	3,246,548	2,779,817
Pan American U/TX	3,900,982	5,137,908
Pittsburg State U/KS	6,411,389	5,178,341
Saginaw Valley State U/MI	2,318,857	1,775,720
Salem State C/MA	1,090	NA
Salisbury State U/MD	2,259,490	NA
U of South Carolina/Spartanburg	405,619	269,266
Shippensburg U/PA	2,761,331	2,821,152
Slippery Rock U/PA	491,352	NA
South Dakota State U	21,923,210	1,158,242
Southeast Missouri State U	3,459,046	2,596,865
Southeastern Massachusetts U	2,483,344	1,644,413
Southern Arkansas U	5,469,002	5,041,790
U of Southern Indiana	1,132,968	NA
U of Southern Maine	1,892,967	1,229,905
Southwest Missouri State U	3,830,384	3,167,393
Southwest State U/MN	2,000,000	1,345,063
St. Cloud State U/MN	1,024,296	NA
Stockton State C/NJ	1,697,704	264,996
Suny C/Brockport	644,910	577,044
Suny C/Fredonia	1,240,917	967,222
Suny C/Geneseo	692,205	536,642
Suny C/Old Westbury	50,910	47,155
Suny C/Oneonta	3,412,984	3,192,697

Suny C/Oswego	557,266	541,000
Suny C/Plattsburgh	2,558,909	2,431,987
Suny C/Potsdam	2,688,566	2,453,000
Suny C of Technology/Utica-Rome	212,291	170,000
U of Texas/El Paso	22,297,717	21,298,972
U of Texas/Permian Basin	3,497,724	3,335,469
U of Texas/San Antonio	4,801,338	4,628,475
U of Texas/Tyler	14,048,227	13,940,391
Thomas A. Edison State C/NJ	7,361,000	NA
Towson State U/MD	763,251	827,059
Washburn U/KS	36,600,691	29,577,391
West Chester U/PA	651,906	1,061,835
U of West Florida	5,863,306	5,450,553
West Georgia C	901,478	804,473
West Virginia State C	NA	NA
Western Carolina U/NC	1,560,620	1,525,653
Western Illinois U	2,678,122	2,425,858
Western Oregon State C	583,979	NA
Western State C/CO	293,975	NA
Westfield State C/MA	NA	NA
Winona State U/MN	2,270,812	1,897,930
Winston-Salem State U/NC	1,850,837	NA
U of Wisconsin/Green Bay	4,727,621	511,230
U of Wisconsin/Oshkosh	2,396,629	2,168,493
U of Wisconsin/Parkside	430,231	195,500
U of Wisconsin/Platteville	2,836,780	NA
U of Wisconsin/Stout	164,397	150,228
U of Wisconsin/Superior	3,716,666	3,543,319
U of Wisconsin/Whitewater	771,593	NA
Wright State U/OH	11,750,500	10,946,634

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1989

Table 6

Rank of Endowment By Total Dollars

	Endowment FY 1989	Enrollment	Dollars Student
Washburn U/KS	36,600,691	6,574	5,567.49
U of Texas/El Paso	22,297,717	14,971	1,489.39
South Dakota State U	21,923,210	6,871	3,190.68
Cuny City C/NY	17,728,951	13,368	1,326.22
Marshall U/WV	16,632,600	12,580	1,322.14
California State U/San Diego	14,948,418	35,821	417.30
U of Texas/Tyler	14,048,227	3,859	3,640.38
U of North Carolina/Charlotte	13,932,917	12,970	1,074.24
Emporia State U/KS	13,431,617	5,763	2,330.66
East Carolina U/NC	12,608,179	15,579	809.30
Appalachian State U/NC	12,586,188	11,573	1,087.54
Wright State U/OH	11,750,500	17,104	687.00
California State U/Fresno	10,843,290	20,596	526.47
California State U/San Luis Obispo	9,514,341	16,533	575.47
Boise State U/ID	9,382,417	12,586	745.46
California State U/Northridge	8,963,500	31,531	284.27
East Tennessee State U	8,786,868	10,781	815.03
George Mason U/VA	8,151,706	18,965	429.82
James Madison U/VA	7,509,439	10,500	715.18
California State U/Dominguez Hills	NA	8,106	NA
Thomas A. Edison State C/NJ	7,361,000	6,844	1,075.54
Eastern Michigan U	7,204,453	23,288	309.36
Grand Valley State U/MI	6,639,266	9,768	679.69
Arkansas State U	6,621,961	9,026	733.65
Mary Washington C/VA	6,500,000	3,427	189.67
Pittsburg State U/KS	6,411,389	5,609	1,143.05
Murray State U/KY	6,397,899	7,628	838.73
Longwood C/VA	5,932,538	3,042	1,950.20
U of North Carolina/Wilmington	5,929,526	7,086	836.79
U of West Florida	5,863,306	7,145	820.61
California State U/Chico	5,582,000	16,028	348.26
Southern Arkansas U	5,469,002	2,098	2,606.76
Auburn U/Montgomery	5,359,556	5,580	960.49
U of Northern Iowa	5,270,287	11,472	459.40
Eastern Illinois U	5,236,643	10,500	498.72

U of Baltimore/MD	5,104,874	5,522	924.46
Central Missouri State U	4,994,159	8,834	565.33
U of Texas/San Antonio	4,801,338	13,134	365.56
U of Wisconsin/Green Bay	4,727,621	5,221	905.50
U of Arkansas/Little Rock	4,345,145	10,842	400.76
California State U/Long Beach	4,255,623	34,307	124.04
Mississippi U For Women	4,213,236	2,064	2,041.29
U of Alaska/Fairbanks	4,175,273	7,789	536.04
Midwestern State U/TX	4,021,750	5,394	745.59
Indiana U/PA	3,972,088	13,650	290.99
Pan American U/TX	3,900,982	12,565	310.46
Southwest Missouri State U	3,830,384	17,318	221.17
California State U/San Jose	3,723,190	32,438	114.77
U of Wisconsin/Superior	3,716,666	2,405	1,545.39
California State U/Pomona	3,686,000	18,930	194.71
California State U/San Francisco	3,500,000	28,132	124.41
U of Texas/Permian Basin	3,497,724	2,312	1,512.85
Central Michigan U	3,490,208	17,032	204.92
Southeast Missouri State U	3,459,046	8,528	405.61
Suny C/Oneonta	3,412,984	6,017	567.22
Oakland U/MI	3,246,548	12,385	262.13
California State U/Los Angeles	3,205,604	21,150	151.56
Bloomsburg U/PA	2,949,969	6,534	451.47
Montana C of Science & Technology	2,850,000	1,818	1,567.65
Lamar U/TX	2,838,284	14,645	193.80
U of Wisconsin/Platteville	2,836,780	5,400	525.32
Shippensburg U/PA	2,761,331	6,386	432.40
California State U/Humboldt	2,751,577	7,419	370.88
Suny C/Potsdam	2,688,566	4,310	623.79
Governors State U/IL	NA	2,210	NA
Western Illinois U	2,678,122	13,328	200.93
Francis Marion C/SC	2,671,981	3,929	680.06
Mankato State U/MN	2,640,700	15,942	165.64
Suny C/Plattsburgh	2,558,909	6,594	388.06
Kentucky State U	2,533,054	2,105	1,203.35
Southeastern Massachusetts U	2,483,344	7,824	317.40
U of Wisconsin/Oshkosh	2,396,629	11,917	201.11
Georgia C	2,321,823	4,522	513.45
Saginaw Valley State U/MI	2,318,857	5,870	395.03
Winona State U/MN	2,270,812	6,972	325.70
Salisbury State U/MD	2,259,490	4,960	455.54
Lake Superior State U/MI	2,253,388	3,155	714.22
California State U/Sacramento	2,235,914	26,545	84.23
Eastern Montana C	2,149,800	3,994	538.25
North Carolina A&T State U	2,067,187	6,161	465.37

Cuny Herbert H. Lehman C/NY	2,046,927	9,498	215.51
Southwest State U	2,000,000	2,732	732.06
U of Southern Maine	1,892,967	10,160	186.31
Fitchburg State C/MA	1,851,934	3,650	507.37
Missouri Southern State C	NA	6,026	NA
Missouri Western State C	NA	4,153	NA
Winston-Salem State U/NC	1,850,837	2,532	730.97
Michigan Technical U	1,842,037	6,502	283.30
Alcorn State U/MS	1,819,735	2,757	660.04
Eastern Washington U	1,792,891	8,905	201.33
U of North Carolina/Asheville	NA	3,061	NA
Georgia Southern C	1,753,285	9,841	178.16
Stockton State C/NJ	1,697,704	5,293	320.74
Millerville U/PA	1,678,540	7,389	227.16
North Adams State C/MA	NA	2,100	NA
Western Carolina U/NC	1,560,620	6,055	257.74
Eastern Kentucky U	1,550,604	13,664	113.48
Northeastern State U/MA	NA	8,707	NA
U of Arkansas/Pine Bluff	1,524,744	3,333	457.46
Chadron State C/NE	1,475,366	2,532	582.68
U of Maine/Farmington	1,391,524	2,427	573.35
U of Montevallo/AL	1,389,053	2,719	510.86
Clarion U/PA	1,347,256	6,601	204.09
Northern State C/SD	1,327,714	3,108	427.19
Suny C/Fredonia	1,240,917	5,000	248.18
California State U/Fullerton	1,143,087	26,112	43.77
Northern Kentucky U	1,136,819	9,497	119.70
U of Southern Indiana	1,132,968	5,265	215.18
Kutztown U/PA	1,070,093	7,168	149.28
California State U/Bakersfield	1,035,483	4,930	210.03
St. Cloud State U	1,024,296	16,252	63.02
California State U/Sonoma	941,698	6,892	136.63
West Georgia C	901,478	6,710	134.34
Mansfield U/PA	901,452	2,980	302.50
Adams State C/CO	790,016	2,500	316.00
Black Hills State U/SD	780,450	2,282	342.00
U of Wisconsin/Whitewater	771,593	10,458	73.78
Towson State U/MD	763,251	16,462	46.36
U of Alabama/Huntsville	742,792	8,105	91.64
Kennesaw State C/GA	727,575	8,614	84.46
California State U/San Bernardino	721,156	9,673	74.55
Suny C/Geneseo	692,205	5,321	130.08
West Chester U/PA	651,906	NA	NA
Suny C/Brockport	644,910	8,840	72.95
Western Oregon State C	583,979	3,980	146.72

Frostburg State U/MD	577,950	4,525	127.72
Suny C/Oswego	557,266	8,672	64.26
Morehead State U/KY	539,556	7,379	73.12
Edinboro U/PA	532,708	7,001	76.09
California State U/System	507,900	NA	NA
Slippery Rock U/PA	491,352	6,871	71.51
East Stroudsburg U/PA	448,850	4,910	91.41
U of New Hampshire/Plymouth	430,800	3,934	109.50
U of Wisconsin/Parkside	430,231	5,152	83.50
California State U/Hayward	418,839	14,549	28.78
U of South Carolina/Spartanburg	405,619	3,422	118.53
Coppin State C/MD	383,405	2,240	171.16
Chicago State U/IL	381,000	7,047	54.06
California State U/Stanislaus	324,166	5,299	61.17
West Virginia State C	NA	4,509	NA
U of North Florida	296,750	7,295	40.67
Western State C/CO	293,975	2,665	110.30
Elizabeth City State U/NC	250,000	1,583	157.92
Castleton State C/VT	215,606	1,961	109.94
Westfield State C/MA	NA	5,106	NA
Suny C of Technology/Utica-Rome	212,291	2,490	85.25
Augusta C/GA	172,990	4,839	35.74
Bemidji State U/MN	166,063	5,035	32.98
U of Wisconsin/Stout	164,397	7,599	21.63
Albany State C/GA	100,400	2,104	47.71
Eastern Connecticut State U	65,153	4,400	14.80
Suny C/Old Westbury	50,910	3,923	12.97
Lock Haven U/PA	20,930	3,216	6.50
Bowie State C/MD	4,789	3,326	1.43
Salem State C/MA	1,090	11,060	.09

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1989

Table 7

Endowment Listing By Enrollment

	Endowment FY 1989	Enroll ment	Dollars Student
California State U/San Diego	14,948,418	35,821	417.30
California State U/Long Beach	4,255,623	34,307	124.04
California State U/San Jose	3,723,190	32,438	114.77
California State U/Northridge	8,963,500	31,531	284.27
California State U/San Francisco	3,500,000	28,132	124.41
California State U/Sacramento	2,235,914	26,545	84.23
California State U/Fullerton	1,143,087	26,112	43.77
Eastern Michigan U	7,204,453	23,288	309.36
California State U/Los Angeles	3,205,604	21,150	151.56
California State U/Fresno	10,843,290	20,596	526.47
George Mason U/VA	8,151,706	18,965	429.82
California State U/Pomona	3,686,000	18,930	194.71
Southwest Missouri State U	3,830,384	17,318	221.17
Wright State U/OH	11,750,500	17,104	687.00
Central Michigan U	3,490,208	17,032	204.92
California State U/San Luis Obispo	9,514,341	16,533	575.47
Towson State U/MD	763,251	16,462	46.36
St. Cloud State U	1,024,296	16,252	63.02
California State U/Chico	5,582,000	16,028	348.26
Mankato State U/MN	2,640,700	15,942	165.64
East Carolina U/NC	12,608,179	15,579	809.30
U of Texas/El Paso	22,297,717	14,971	1,489.39
Lamar U/TX	2,838,284	14,645	193.80
California State U/Hayward	418,839	14,549	28.78
Eastern Kentucky U	1,550,604	13,664	113.48
Indiana U/PA	3,972,088	13,650	290.99
Cuny City C/NY	17,728,951	13,368	1,326.22
Western Illinois U	2,678,122	13,328	200.93
U of Texas/San Antonio	4,801,338	13,134	365.56
U of North Carolina/Charlotte	13,932,917	12,970	1,074.24
Boise State U/ID	9,382,417	12,586	745.46
Marshall U/WV	16,632,600	12,580	1,322.14
Pan American U/TX	3,900,982	12,565	310.46
Oakland U/MI	3,246,548	12,385	262.13
U of Wisconsin/Oshkosh	2,396,629	11,917	201.11

Appalachian State U/NC	12,586,188	11,573	1,087.54
U of Northern Iowa	5,270,287	11,472	459.40
Salem State C/MA	1,090	11,060	.09
U of Arkansas/Little Rock	4,345,145	10,842	400.76
East Tennessee State U	8,786,868	10,781	815.03
James Madison U/VA	7,509,439	10,500	715.18
Eastern Illinois U	5,236,643	10,500	498.72
U of Wisconsin/Whitewater	771,593	10,458	73.78
U of Southern Maine	1,892,967	10,160	186.31
Georgia Southern C	1,753,285	9,841	178.16
Grand Valley State U/MI	6,639,266	9,768	679.69
California State U/San Bernardino	721,156	9,673	74.55
Cuny Herbert H. Lehman C/NY	2,046,927	9,498	215.51
Northern Kentucky U	1,136,819	9,497	119.70
Arkansas State U	6,621,961	9,026	733.65
Eastern Washington U	1,792,891	8,905	201.33
Suny C/Brockport	644,910	8,840	72.95
Central Missouri State U	4,994,159	8,834	565.33
Northeastern State U/MA	NA	8,707	NA
Suny C/Oswego	557,266	8,672	64.26
Kennesaw State C/GA	727,575	8,614	84.46
Southeast Missouri State U	3,459,046	8,528	405.61
California State U/Dominguez Hills	NA	8,106	NA
U of Alabama/Huntsville	742,792	8,105	91.64
Southeastern Massachusetts U	2,483,344	7,824	317.40
U of Alaska/Fairbanks	4,175,273	7,789	536.04
Murray State U/KY	6,397,899	7,628	838.73
U of Wisconsin/Stout	164,397	7,599	21.63
California State U/Humboldt	2,751,577	7,419	370.88
Millerville U/PA	1,678,540	7,389	227.16
Morehead State U/KY	539,556	7,379	73.12
U of North Florida	296,750	7,295	40.67
Kutztown U/PA	1,070,093	7,168	149.28
U of West Florida	5,863,306	7,145	820.61
U of North Carolina/Wilmington	5,929,526	7,086	836.79
Chicago State U/IL	381,000	7,047	54.06
Edinboro U/PA	532,708	7,001	76.09
Winona State U/MN	2,270,812	6,972	325.70
California State U/Sonoma	941,698	6,892	136.63
South Dakota State U	21,923,210	6,871	3,190.68
Slippery Rock U/PA	491,352	6,871	71.51
Thomas A. Edison State C/NJ	7,361,000	6,844	1,075.54
West Georgia C	901,478	6,710	134.34
Clarion U/PA	1,347,256	6,601	204.09
Suny C/Plattsburgh	2,558,909	6,594	388.06

Washburn U/KS	36,600,691	6,574	5,567.49
Bloomsburg U/PA	2,949,969	6,534	451.47
Michigan Technical U	1,842,037	6,502	283.30
Shippensburg U/PA	2,761,331	6,386	432.40
North Carolina A&T State U	2,067,187	6,161	465.37
Western Carolina U/NC	1,560,620	6,055	257.74
Missouri Southern State C	NA	6,026	NA
Suny C/Oneonta	3,412,984	6,017	567.22
Saginaw Valley State U/MI	2,318,857	5,870	395.03
Emporia State U/KS	13,431,617	5,763	2,330.66
Pittsburg State U/KS	6,411,389	5,609	1,143.05
Auburn U/Montgomery	5,359,556	5,580	960.49
U of Baltimore/MD	5,104,874	5,522	924.46
U of Wisconsin/Platteville	2,836,780	5,400	525.32
Midwestern State U/TX	4,021,750	5,394	745.59
Suny C/Geneseo	692,205	5,321	130.08
California State U/Stanislaus	324,166	5,299	61.17
Stockton State C/NJ	1,697,704	5,293	320.74
U of Southern Indiana	1,132,968	5,265	215.18
U of Wisconsin/Green Bay	4,727,621	5,221	905.50
U of Wisconsin/Parkside	430,231	5,152	83.50
Westfield State C/MA	NA	5,106	NA
Bemidji State U/MN	166,063	5,035	32.98
Suny C/Fredonia	1,240,917	5,000	248.18
Salisbury State U/MD	2,259,490	4,960	455.54
California State U/Bakersfield	1,035,483	4,930	210.03
East Stroudsburg U/PA	448,850	4,910	91.41
Augusta C/GA	172,990	4,839	35.74
Frostburg State U/MD	577,950	4,525	127.72
Georgia C	2,321,823	4,522	513.45
West Virginia State C	NA	4,509	NA
Eastern Connecticut State U	65,153	4,400	14.80
Suny C/Potsdam	2,688,566	4,310	623.79
Missouri Western State C	NA	4,153	NA
Eastern Montana C	2,149,800	3,994	538.25
Western Oregon State C	583,979	3,980	146.72
U of New Hampshire/Plymouth	430,800	3,934	109.50
Francis Marion C/SC	2,671,981	3,929	680.06
Suny C/Old Westbury	50,910	3,923	12.97
U of Texas/Tyler	14,048,227	3,859	3,640.38
Fitchburg State C/MA	1,851,934	3,650	507.37
Mary Washington C/VA	6,500,000	3,427	189.67
West Chester U/PA	651,906	NA	NA
U of South Carolina/Spartanburg	405,619	3,422	118.53
U of Arkansas/Pine Bluff	1,524,744	3,333	457.46

Bowie State C/MD	4,789	3,326	1.43
Lock Haven U/PA	20,930	3,216	6.50
Lake Superior State U/MI	2,253,388	3,155	714.22
Northern State C/SD	1,327,714	3,108	427.19
California State U/System	507,900	NA	NA
U of North Carolina/Asheville	NA	3,061	NA
Longwood C/VA	5,932,538	3,042	1,950.20
Mansfield U/PA	901,452	2,980	302.50
Alcorn State U/MS	1,819,735	2,757	660.04
Southwest State U	2,000,000	2,732	732.06
U of Montevallo/AL	1,389,053	2,719	510.86
Western State C/CO	293,975	2,665	110.30
Winston-Salem State U/NC	1,850,837	2,532	730.97
Chadron State C/NE	1,475,366	2,532	582.68
Adams State C/CO	790,016	2,500	316.00
Suny C of Technology/Utica-Rome	212,291	2,490	85.25
U of Maine/Farmington	1,391,524	2,427	573.35
U of Wisconsin/Superior	3,716,666	2,405	1,545.39
U of Texas/Permian Basin	3,497,724	2,312	1,512.85
Black Hills State U/SD	780,450	2,282	342.00
Coppin State C/MD	383,405	2,240	171.16
Governors State U/IL	NA	2,210	NA
Kentucky State U	2,533,054	2,105	1,203.35
Albany State C/GA	100,400	2,104	47.71
North Adams State C/MA	NA	2,100	NA
Southern Arkansas U	5,469,002	2,098	2,606.76
Mississippi U For Women	4,213,236	2,064	2,041.29
Castleton State C/VT	215,606	1,961	109.94
Montana C of Science & Technology	2,850,000	1,818	1,567.65
Elizabeth City State U/NC	250,000	1,583	157.92

COMPARATIVE ANALYSIS OF PUBLIC COMPREHENSIVE INSTITUTIONS REPORTING TO THE COUNCIL FOR AID TO EDUCATION FOR FY 1989

Table 8

Rank of Endowment By Dollars Per Student

	Endowment FY 1989	Enroll ment	Dollars Student
Washburn U/KS	36,600,691	6,574	5,567.49
U of Texas/Tyler	14,048,227	3,859	3,640.38
South Dakota State U	21,923,210	6,871	3,190.68
Southern Arkansas U	5,469,002	2,098	2,606.76
Emporia State U/KS	13,431,617	5,763	2,330.66
Mississippi U For Women	4,213,236	2,064	2,041.29
Longwood C/VA	5,932,538	3,042	1,950.20
Montana C of Science & Technology	2,850,000	1,818	1,567.65
U of Wisconsin/Superior	3,716,666	2,405	1,545.39
U of Texas/Permian Basin	3,497,724	2,312	1,512.85
U of Texas/El Paso	22,297,717	14,971	1,489.39
Cuny City C/NY	17,728,951	13,368	1,326.22
Marshall U/WV	16,632,600	12,580	1,322.14
Kentucky State U	2,533,054	2,105	1,203.35
Pittsburg State U/KS	6,411,389	5,609	1,143.05
Appalachian State U/NC	12,586,188	11,573	1,087.54
Thomas A. Edison State C/NJ	7,361,000	6,844	1,075.54
U of North Carolina/Charlotte	13,932,917	12,970	1,074.24
Auburn U/Montgomery	5,359,556	5,580	960.49
U of Baltimore/MD	5,104,874	5,522	924.46
U of Wisconsin/Green Bay	4,727,621	5,221	905.50
Murray State U/KY	6,397,899	7,628	838.73
U of North Carolina/Wilmington	5,929,526	7,086	836.79
U of West Florida	5,863,306	7,145	820.61
East Tennessee State U	8,786,868	10,781	815.03
East Carolina U/NC	12,608,179	15,579	809.30
Midwestern State U/TX	4,021,750	5,394	745.59
Boise State U/ID	9,382,417	12,586	745.46
Arkansas State U	6,621,961	9,026	733.65
Southwest State U	2,000,000	2,732	732.06
Winston-Salem State U/NC	1,850,837	2,532	730.97
James Madison U/VA	7,509,439	10,500	715.18
Lake Superior State U/MI	2,253,388	3,155	714.22
Wright State U/OH	11,750,500	17,104	687.00
Francis Marion C/SC	2,671,981	3,929	680.06

Grand Valley State U/MI	6,639,266	9,768	679.69
Alcorn State U/MS	1,819,735	2,757	660.04
Suny C/Potsdam	2,688,566	4,310	623.79
Chadron State C/NE	1,475,366	2,532	582.68
California State U/San Luis Obispo	9,514,341	16,533	575.47
U of Maine/Farmington	1,391,524	2,427	573.35
Suny C/Oneonta	3,412,984	6,017	567.22
Central Missouri State U	4,994,159	8,834	565.33
Eastern Montana C	2,149,800	3,994	538.25
U of Alaska/Fairbanks	4,175,273	7,789	536.04
California State U/Fresno	10,843,290	20,596	526.47
U of Wisconsin/Platteville	2,836,780	5,400	525.32
Georgia C	2,321,823	4,522	513.45
U of Montevallo/AL	1,389,053	2,719	510.86
Fitchburg State C/MA	1,851,934	3,650	507.37
Eastern Illinois U	5,236,643	10,500	498.72
North Carolina A&T State U	2,067,187	6,161	465.37
U of Northern Iowa	5,270,287	11,472	459.40
Northeastern State U/MA	NA	8,707	NA
U of Arkansas/Pine Bluff	1,524,744	3,333	457.46
Salisbury State U/MD	2,259,490	4,960	455.54
Bloomsburg U/PA	2,949,969	6,534	451.47
California State U/Dominguez Hills	NA	8,106	NA
Shippensburg U/PA	2,761,331	6,386	432.40
George Mason U/VA	8,151,706	18,965	429.82
Northern State C/SD	1,327,714	3,108	427.19
California State U/San Diego	14,948,418	35,821	417.30
Southeast Missouri State U	3,459,046	8,528	405.61
U of Arkansas/Little Rock	4,345,145	10,842	400.76
Saginaw Valley State U/MI	2,318,857	5,870	395.03
Suny C/Plattsburgh	2,558,909	6,594	388.06
California State U/Humboldt	2,751,577	7,419	370.88
U of Texas/San Antonio	4,801,338	13,134	365.56
California State U/Chico	5,582,000	16,028	348.26
Black Hills State U/SD	780,450	2,282	342.00
Winona State U/MN	2,270,812	6,972	325.70
Stockton State C/NJ	1,697,704	5,293	320.74
Southeastern Massachusetts U	2,483,344	7,824	317.40
Adams State C/CO	790,016	2,500	316.00
Pan American U/TX	3,900,982	12,565	310.46
Eastern Michigan U	7,204,453	23,288	309.36
Mansfield U/PA	901,452	2,980	302.50
Indiana U/PA	3,972,088	13,650	290.99
California State U/Northridge	8,963,500	31,531	284.27
Michigan Technical U	1,842,037	6,502	283.30

Oakland U/MI	3,246,548	12,385	262.13
Western Carolina U/NC	1,560,620	6,055	257.74
Suny C/Fredonia	1,240,917	5,000	248.18
Millerville U/PA	1,678,540	7,389	227.16
Southwest Missouri State U	3,830,384	17,318	221.17
Cuny Herbert H. Lehman C/NY	2,046,927	9,498	215.51
Missouri Southern State C	NA	6,026	NA
U of Southern Indiana	1,132,968	5,265	215.18
California State U/Bakersfield	1,035,483	4,930	210.03
Central Michigan U	3,490,208	17,032	204.92
Clarion U/PA	1,347,256	6,601	204.09
Eastern Washington U	1,792,891	8,905	201.33
U of Wisconsin/Oshkosh	2,396,629	11,917	201.11
Western Illinois U	2,678,122	13,328	200.93
California State U/Pomona	3,686,000	18,930	194.71
Lamar U/TX	2,838,284	14,645	193.80
Mary Washington C/VA	6,500,000	3,427	189.67
U of Southern Maine	1,892,967	10,160	186.31
Georgia Southern C	1,753,285	9,841	178.16
Coppin State C/MD	383,405	2,240	171.16
Mankato State U/MN	2,640,700	15,942	165.64
Westfield State C/MA	NA	5,106	NA
Elizabeth City State U/NC	250,000	1,583	157.92
California State U/Los Angeles	3,205,604	21,150	151.56
Kutztown U/PA	1,070,093	7,168	149.28
Western Oregon State C	583,979	3,980	146.72
California State U/Sonoma	941,698	6,892	136.63
West Georgia C	901,478	6,710	134.34
Suny C/Geneseo	692,205	5,321	130.08
Frostburg State U/MD	577,950	4,525	127.72
West Virginia State C	NA	4,509	NA
California State U/San Francisco	3,500,000	28,132	124.41
California State U/Long Beach	4,255,623	34,307	124.04
Missouri Western State C	NA	4,153	NA
Northern Kentucky U	1,136,819	9,497	119.70
U of South Carolina/Spartanburg	405,619	3,422	118.53
California State U/San Jose	3,723,190	32,438	114.77
Eastern Kentucky U	1,550,604	13,664	113.48
Western State C/CO	293,975	2,665	110.30
Castleton State C/VT	215,606	1,961	109.94
U of New Hampshire/Plymouth	430,800	3,934	109.50
U of Alabama/Huntsville	742,792	8,105	91.64
West Chester U/PA	651,906	NA	NA
East Stroudsburg U/PA	448,850	4,910	91.41
Suny C of Technology/Utica-Rome	212,291	2,490	85.25

Kennesaw State C/GA	727,575	8,614	84.46
California State U/Sacramento	2,235,914	26,545	84.23
U of Wisconsin/Parkside	430,231	5,152	83.50
Edinboro U/PA	532,708	7,001	76.09
California State U/System	507,900	NA	NA
U of North Carolina/Asheville	NA	3,061	NA
California State U/San Bernardino	721,156	9,673	74.55
U of Wisconsin/Whitewater	771,593	10,458	73.78
Morehead State U/KY	539,556	7,379	73.12
Suny C/Brockport	644,910	8,840	72.95
Slippery Rock U/PA	491,352	6,871	71.51
Suny C/Oswego	557,266	8,672	64.26
St. Cloud State U	1,024,296	16,252	63.02
California State U/Stanislaus	324,166	5,299	61.17
Chicago State U/IL	381,000	7,047	54.06
Albany State C/GA	100,400	2,104	47.71
Towson State U/MD	763,251	16,462	46.36
California State U/Fullerton	1,143,087	26,112	43.77
U of North Florida	296,750	7,295	40.67
Augusta C/GA	172,990	4,839	35.74
Bemidji State U/MN	166,063	5,035	32.98
Governors State U/IL	NA	2,210	NA
California State U/Hayward	418,839	14,549	28.78
U of Wisconsin/Stout	164,397	7,599	21.63
North Adams State C/MA	NA	2,100	NA
Eastern Connecticut State U	65,153	4,400	14.80
Suny C/Old Westbury	50,910	3,923	12.97
Lock Haven U/PA	20,930	3,216	6.50
Bowie State C/MD	4,789	3,326	1.43
Salem State C/MA	1,090	11,060	.09

APPENDIX 3

PITTSBURG STATE UNIVERSITY

THE ANNUAL FUND AND THE CAPITAL CAMPAIGN

Pittsburg State University engages in two specific fund-raising programs. The first is the ANNUAL FUND and the second is the CAPITAL CAMPAIGN. All planning for the ANNUAL FUND is accomplished in the summer preceding the academic year. An Annual Development Conference is convened that includes the University officers (vice-presidents and academic deans), other selected University personnel including the Development Advisory Committee and the staff from the Division of Development and Public Relations. The President of the Pittsburg State University Foundation also attends the Annual Development Conference.

The CAMPAIGN FOR DISTINCTION is a comprehensive capital campaign which was announced in 1986. The Campaign was planned by special committees for each of the seven areas included in the effort. An overall Case Statement as well as specific Case Statements for each of the seven areas substantiates the needs.

THE ANNUAL FUND

The Annual Fund is the heart of the continuing private support of the University. It consists of the University Fund and the Athletic Fund. Each of these two has a distinct place in the efforts to secure private support for the University.

University Fund

There are several components of the University Fund as follows.

The Community Drive consists of a general solicitation of all faculty and staff, and the local community (in November). Corporate and foundation support outside Pittsburg and Kansas is also an important part of the University Fund.

The Direct Mail effort consists of three special mailings each year. The first in September is a letter from the University President giving a report on the University. The second letter in December goes to all who have not made a pledge or a gift by that time. The letter comes from the Foundation President. The third letter in March comes from the President of the Alumni Association to all who have not made a pledge or gift by that time. The Department of Music also makes one special mailing to Friends of Music in the spring.

The Phonathon is conducted in February. It is an established group of Alumni and Friends who seem to prefer this contact. Some new non-donors are included for calling each year. There is some minimal overlap with the Community Drive.

The Athletic Fund

The Division of Development and Public Relations cooperates with the Department of Athletics in conducting the annual Athletic Fund drive. The Athletic Fund drive occurs in the later spring. Many in the community give both to the University Fund in the fall and the Athletic Fund in the spring. It would not be wise to combine these two fund-raising efforts.

THE CAPITAL CAMPAIGN FOR DISTINCTION

The Campaign For Distinction is the second area of development activity for the University. This is a one-time comprehensive capital campaign inaugurated in the spring of 1986 with a goal of $9,844,000. While several major donors have made gifts to the University for capital purposes to be used for endowed scholarships and facilities, the University has never gone to the local community in a capital campaign. In recent years, Pittsburg has supported capital campaigns for the Mt. Carmel Medical Center and for the YMCA.

The Campaign For Distinction is organized on a constituent basis of specially identified friends. There are three areas of this campaign that the community will be asked to consider in giving support. The University has decided to make the Athletic Capital Campaign (NOW IS THE TIME) the major community project at present. Because of high interest, the community will also be given the opportunity to support the special capital campaigns in Music and the FM Radio station. The remaining components of the Campaign For Distinction are largely constituent based in the alumni and special friends of the Schools involved (Arts and Sciences, Business and Economics, Education, and Technology and Applied Science). Strategic plans are formulated by each committee in conducting the CAMPAIGN FOR DISTINCTION.

12.11.86

APPENDIX 4

PITTSBURG STATE UNIVERSITY
OFFICE OF RESEARCH
RESEARCH/GRANTS/CONTRACT ACTIVITY
FISCAL YEAR 1990

INITIATION	FUNDING SOURCE	REQUEST/AWARD	STATUS
SBDC	KSBDC, WSU		
AS/BIOL	KU Medical Center	10,467.77	Funded
AS/BIOL	KS Dept of Health & Environment	45,000.00	Funded
AS/BIOL	Dept of Wildlife & Parks	4,564.00	Funded
AS/BIOL	Black and Veatch	39,536.54	Funded
AS/BIOL	US Bureau of Mines	996.00	Funded
AS/HOEC	KS State Dept of Education	8,640.00	Funded
AS/MUSIC	Kansas Arts Commission	985.00	Funded
AS/MUSIC	Kansas Arts Commission	2,500.00	Funded
AS/NURS	Helene Fuld Health Trust	20,000.00	Funded
ED	KS Council/Economic Development	7,500.00	Funded
ED/CURIN	KS Arts Commission	3,774.00	Funded
ED/PSYCH	KS Dept of Wildlife	256.51	Funded
ED/PSYCH	National Science Foundation	750.00	Funded
SBDC	WST/KS Dept of Commerce	23,300.00	Funded
SBDC	KS Small Business Development	60,000.00	Funded
TE/ETECH	National Science Foundation	2,997.00	Funded
TE/ETECH	Steel Founders Society		Funded
TE/ETECH	Society of Manfacturing Engineers	18,187.00	Funded
TE/TED	KS State Dept of Education	6,426.00	Funded
TE/TED	KS State Dept of Education	228,870.00	Funded
TE/TED	KS State Dept of Education	4,000.00	Funded
TE/TED	KS State Dept of Education	22,653.00	Funded
AS/BIOL	National Science Foundation	24,622.50	Not Funded
AS/BIOL	US Bureau of Mines	21,027.77	Not Funded
AS/CHEM/CE	National Science Foundation	85,903.00	Not Funded
AS/PHYS	National Science Foundation	20,176.45	Not Funded
AS/PHYS	KS Board of Regents	26,080.00	Not Funded
CONED	American Honda	43,501.00	Not Funded
ED/CURIN	KS Board of Regents	42,270.00	Not Funded
LIBR	Japan Foundation	1,000.00	Not Funded
TE/TED	US Dept of Education	148,200.00	Not Funded
TE/TED	US Dept of Education	105,500.00	Not Funded
TE/TED	US Dept of Education	473,880.00	Not Funded
ADMN	US Dept of Education		Pending
AS/CHEM	Research Corporation	22,000.00	Pending
AS/NURS	US Dept of Health/Human Services		Pending
AS/NURS	Radio Shack/Tandy Corporation	5,000.00	Pending
AS/NURS	American Nurses Foundation	2,700.00	Pending
AS/NURS	Wesley Foundation	112,738.00	Pending
AS/SOSCI	Improvmt/Post Secondary Ed	236,025.00	Pending
AS/SOSCI	US Dept of Health/Human Services	93,015.00	Pending
IM	Bess Spiva Timmons Fund	9,733.52	Pending
TE/ETECH	Radio Shack/Tandy Corporation	5,924.00	Pending
TE/IAT	General Motors	98,254.00	Pending
TE/PRINT	Radio Shack/Tandy Corporation	4,589.25	Pending
TE/TED	KS State Dept of Education	4,500.00	Pending

APPENDIX 5

PITTSBURG STATE UNIVERSITY FOUNDATION
CUMULATIVE BEQUEST RECORD

Date	Name of Estate	Amount Distributed	Purpose
01/10/57	Barney Baker	$ 8,745.82	Scholarships
	TOTAL FY 1957	$ 8,745.82	
04/08/63	Lillian Bell	$ 1,500.00	United Student Aid Funds
	TOTAL FY 1963	$ 1,500.00	
12/04/63	Hazel Cook Spencer	$ 3,000.00	Natl Defense Student Loan
01/13/64	Ann Dellinger	5,000.00	Added to principal of an already established Otis Polk Dellinger Fund
	TOTAL FY 1964	$ 8,000.00	
03/04/65	Jessie M. Overman	$ 9,504.54	Elbert Overman (her son) Scholarship Fund
06/24/65	Mary Kern Martin	2,920.79	Home Economics Scholarship
	TOTAL FY 1965	$ 12,425.33	
10/06/70	Margaret Coventry	$ 2,000.00	Home Economics & Chemistry Scholarships
06/10/71	Clyde/Fern Phillips	6,000.00	School of Education Scholarships
	TOTAL FY 1971	$ 8,000.00	
10/00/71	F./Pearl Brinkeroff	$ 10,000.00	History Scholarships
11/00/71	Andrew Brooks	35,047.83	Unrestricted
	TOTAL FY 1972	$ 45,047.83	

11/13/72	Jay N. Patmor	$ 5,000.00	Memorial fund in honor of his mother, B. A. Patmor. Used for loans or grants
12/20/72	Iva Leist Pennington	500.00	Deposited in Clyde Leist Biology Scholarship Fund
	TOTAL FY 1973	$ 5,500.00	
11/14/73	Dorothy M. McPherson	$463,419.00	Construction of the McPherson Nursing Bldg.
01/07/74	Albert B. Norwood	2,561.82	Albert & Cora Reese Norwood Memorial Schol. and Loan Fund
02/08/74	Pearl Brinkeroff	4,536.10	History Scholarship
	TOTAL FY 1974	$470,516.92	
07/08/74	Cash M. Russ	$ 5,375.74	Student Loan Fund
12/00/74	Ruth R. Luecke	500.00	
	TOTAL FY 1975	$ 5,875.74	
09/15/75	Cash M. Russ	$ 978.49	Student Loan Fund
	TOTAL FY 1976	$ 978.49	
02/00/77	Maude Potts Wilcox	$ 10,000.00	Scholarships
	TOTAL FY 1977	$ 10,000.00	
07/00/77	Cash M. Russ	$ 5,375.74	Student Loan Funds
04/27/78	Alberta M. Bertino	3,123.22	Scholarships
	TOTAL FY 1978	$ 8,498.96	
11/17/78	Bonnie Stuart	$ 5,000.00	John F. Beasley Fund
04/00/79	Jane Carroll	6,814.58	Jane Carroll Scholarship in Education
	TOTAL FY 1979	$ 11,814.58	
08/00/79	Jack Borders	$ 52,000.00	Scholarship in honor of VanHercke sisters
10/00/79	Alice F. Pelsma	5,000.00	Debate Scholarship in honor of John/Alice Pelsma

10/08/79	Norman E. Saxer	2,000.00	Norman Saxer Memorial Scholarship Fund
12/18/79	Jack Borders	100,000.00	VanHercke Memorial Schol.
01/28/80	Jack Borders	52,000.00	VanHercke Memorial Schol.
	TOTAL FY 1980	$211,000.00	
07/31/80	Jack Borders	$ 36,000.00	VanHercke Memorial Schol.
10/02/80	Jack Borders	40,000.00	VanHercke Memorial Schol.
01/00/81	Miss Mattie Bogue*	2,000.00	Testamentary trust that pays $100 per year for 20 years
	TOTAL FY 1981	$ 78,000.00	
07/21/81	E. Louise Gibson	$ 7,000.00	Louise Gibson Home Ec. Sch
07/26/81	Jack Borders	36,000.00	VanHercke Memorial Schol.
10/04/81	Belle Provorse	6,000.00	Business Dept. Scholarship
10/21/81	Ethel Atkinson	9,263.45	Nursing Degree Program
12/19/81	Jack Borders	20,000.00	VanHercke Memorial Schol.
01/14/82	Jack Borders	28,474.49	VanHercke Memorial Schol.
	TOTAL FY 1982	$106,737.94	
08/12/82	Nellie E. Knight	$ 39,802.24	Scholarship Fund
01/04/83	Geneva R. Conner	5,000.00	Scholarships
01/11/83	Isadore DeLappe **	5,000.00	Isadore DeLappe Nurs. Sch.
01/11/83	Isadore DeLappe **	25,000.00	Isadore DeLappe Gen. Schol
04/19/83	Jack Borders	294.98	
	TOTAL FY 1983	$ 75,097.22	
10/19/83	Mary Molek	$ 42,314.58	Special Collections/Libr.
06/20/84	Kathryn S. Woody	39,358.44	Scholarships
	TOTAL FY 1984	$ 81,673.02	
02/21/85	Delores D. Bachman	$ 7,790.17	Social Work Dept. Schol.
04/02/85	Elizabeth Cochran	800.00	Went into established endowed fund
	TOTAL FY 1985	$ 8,590.17	
07/23/85	Jack Borders	$ 1,555.19	VanHercke Memorial Schol.
12/09/85	Gladys Kelce Trust	100,000.00	Maintenance of Kelce Plan.
05/21/86	Florence Toedman	5,000.00	
	TOTAL FY 1986	$106,555.19	

10/03/86	Martha Pate	$ 5,000.00	Music Scholarships
11/24/86	Elizabeth McFarland	9,030.78	General Loan Fund
01/00/87	Mr/Mrs Walter McCray	25,000.00	Virginia & Walter McCray Scholarship Fund
02/13/87	Frank Pierson	28,106.23	Mathematics Scholarships
03/02/87	Mr/Mrs Walter McCray	20,000.00	McCray Music Scholarships
04/00/87	Mary Oberholtzer	102,000.00	Scholarships-Physical Science/Vocational Technical Departments
05/07/87	Mary Oberholtzer	17,298.75	Scholarships-Physical Science or Vocational Technical Departments
	TOTAL FY 1987	$206,435.76	
07/21/87	Mary Oberholtzer	$111,088.77	Scholarships-Physical Science or Vocational Technical Departments
07/27/87	Christine Dolecheck	150,000.00	Unrestricted
10/15/87	Christine Dolecheck	65,690.73	Unrestricted
11/14/87	Mary Oberholtzer	4,528.76	Science or Vocational Technical Departments
12/10/87	Ida Calloway	2,000.00	Raptor Reach
04/27/88	Christine Dolecheck	6,573.90	Unrestricted
05/06/88	Carl Brown	50,000.00	Unrestricted
	TOTAL FY 1988	$389,882.16	
07/14/88	Isadore B. DeLappe	$ 2,940.01	Isadore DeLappe Student Financial Aid Scholarship
07/14/88	Isadore B. DeLappe	2,940.01	Isadore DeLappe Nursing Scholarship Fund
08/22/88	Pauline Phillips	122,493.32	Pauline Phillips Scholar.
10/06/88	John McCray	15,800.00	K H & W McCray Scholarship
11/21/88	Lorna D. Howe	5,000.00	Lorna D. Howe Scholarship
12/23/88	Karin Compton	69,110.97	Karin Compton Biology Sch.
12/23/88	Karin Compton	69,110.97	Harold Compton Engineering
12/26/88	Leon C. Heckert	15,862.50	Heckert Research & Endow.
12/26/88	Leon C. Heckert	12,650.00	Heckert Research & Endow.
12/26/88	Leon C. Heckert	149,760.00	Heckert Research & Endow.
02/07/89	Leon C. Heckert	9,148.20	Heckert Research & Endow.
03/24/89	John McCray	139.84	K H & W McCray Scholarship
04/12/89	Isadore B. DeLappe	1,708.01	Isadore DeLappe Nursing Scholarship Fund
04/12/89	Isadore B. DeLappe	1,708.01	Isadore DeLappe Student Financial Aid Scholarship
04/12/89	Stella C. Ramsay	5,000.00	Stella Ramsay Trust
05/24/89	Pauline Phillips	53.43	Pauline Phillips Scholar.
	TOTAL FY 1989	$483,425.27	

07/14/89	Isadore E. DeLappe	$ 3,147.12	Isadore DeLappe Nursing Scholarship Fund
07/14/89	Isadore E. DeLappe	3,147.11	Isadore DeLappe Student Financial Aid Scholarship
08/22/89	Greta Drake	5,000.00	Unrestricted
10/05/89	Isadore E. DeLappe	1,570.22	Isadore DeLappe Nursing Scholarship Fund
10/05/89	Isadore E. DeLappe	1,570.21	Isadore DeLappe Student Financial Aid Scholarship
11/28/89	Mabel A. Varner	1,226.70	Varner Scholarship Fund
12/31/89	Isadore E. DeLappe	3,127.46	Isadore DeLappe Student Financial Aid Scholarship
12/31/89	Isadore E. DeLappe	3,127.46	Isadore DeLappe Nursing Scholarship Fund
03/02/90	Frances B. Baxter	100,000.00	Baxter Endowment Fund
04/10/90	Isadore E. DeLappe	1,579.53	Isadore DeLappe Nursing Scholarship Fund
04/10/90	Isadore E. DeLappe	1,579.54	Isadore DeLappe Student Financial Aid Scholarship
04/11/90	Frances B. Baxter	1,500,000.00	Baxter Endowment Fund
05/14/90	Evelyn Dorman	7,558.58	Evelyn Dorman Scholarship
05/15/90	Orval H. Close	31,011.38	Orval H. Close Scholarship
	TOTAL FY 1990	$1,663,645.31	

APPENDIX 6

PITTSBURG STATE UNIVERSITY
OFFICE OF DEVELOPMENT
PHONATHON REPORT FOR FY 1990

Connie Kays
Director of Annual Giving

This report lists the week-by-week results of the Pittsburg State University Phonathon for FY 1990. The Pittsburg phonathon and mini-phonathons are listed separately. The Pittsburg phonathon included 25 calling sessions, of which 66 hours were volunteered. Mini-phonathons were held in Wichita, Tulsa, Kansas City, Bartlesville and St. Louis.

Over 245 alumni, faculty, students and friends of the University volunteered their services to produce pledges of $183,770 from 2,866 alumni. The average gift size was $64.12 as compared to $58.00 for 1989, and $55.00 for 1988. Those who increased their pledge by $25.00, or who were new donors, numbered 1,315. Individuals of that group who complete their pledge received an 8" X 11" print of Porter Hall. New donors to the University numbered 233.

In response to a request from the American Association of State Colleges and Universities (AASCU) for effective, innovative institutional development activities, a project description was sent in 1989 on the Annual Foundation Phonathon and will be a part of the Educational Resources Information Center (ERIC) Model Programs Inventory Project.

COMPARISON OF 1989 VERSUS 1990 PHONATHON

FIRST WEEK OF PHONATHON:

1989		1990	
SUNDAY	$ 7,885.00	SUNDAY	$ 6,650.00
SUNDAY	$ 8,215.00	SUNDAY	$ 7,035.00
SUNDAY	$ 9,460.00	SUNDAY	$ 8,236.00
MONDAY	$ 5,360.00	MONDAY	$ 5,045.00
TUESDAY	$ 5,725.00	TUESDAY	$ 8,105.00
WEDNESDAY	$ 3,956.00	WEDNESDAY	$ 5,723.50
THURSDAY	$ 6,975.00	THURSDAY	$ 5,460.00
TOTAL	$ 47,576.00	TOTAL	$ 46,254.50

SECOND WEEK OF PHONATHON:

1989		1990	
SUNDAY	$ 8,051.00	SUNDAY	$ 4,111.00
SUNDAY	$ 4,375.00	SUNDAY	$ 10,700.00
SUNDAY	$ 8,595.00	SUNDAY	$ 3,927.00
MONDAY	$ 3,735.00	MONDAY	$ 5,300.00
TUESDAY	$ 4,421.00	TUESDAY	$ 7,785.00
WEDNESDAY	$ 5,335.00	WEDNESDAY	$ 2,830.00
THURSDAY	$ 4,612.00	THURSDAY	$ 5,525.00
TOTAL	$ 39,124.00	TOTAL	$ 40,178.00

THIRD WEEK OF PHONATHON:

1989		1990	
SUNDAY	$ 8,515.00	SUNDAY	$ 4,745.00
SUNDAY	$ 3,560.00	SUNDAY	$ 5,575.00
SUNDAY	$ 5,910.00	SUNDAY	$ 4,715.00
MONDAY	$ 3,926.00	MONDAY	$ 4,235.00
TUESDAY	$ 4,465.00	TUESDAY	$ 6,300.00
WEDNESDAY	$ 4,220.00	WEDNESDAY	$ 5,785.00
THURSDAY	$ 3,990.00	THURSDAY	$ 6,005.00
TOTAL	$ 34,586.00	TOTAL	$ 37,360.00

FOURTH WEEK OF PHONATHON:

	1989		1990
SUNDAY	$ 4,525.00	SUNDAY	$ 4,715.00
SUNDAY	$ 4,255.00	SUNDAY	$ 1,570.00
SUNDAY	$	SUNDAY	$ 2,390.00
MONDAY	$ 9,575.00	MONDAY	$ 12,780.00
TOTAL	$ 18,355.00	TOTAL	$ 21,455.00
CLEAN UP:	$ 6,300.00		$ 11,451.00

WICHITA PHONATHON:

	1989		1990
2-7-89	$ 2,460.00	2-6-90	$ 3,539.90

TULSA PHONATHON:

	1989		1990
1-29-89	$ 2,835.00	2-8-90	$ 3,487.50

KANSAS CITY PHONATHON:

	1989		1990
2-17-89	$ 7,925.00	2-18-90	$ 11,330.00

ST. LOUIS PHONATHON:

		1990
New in 1990	2-22-90	$ 1,285.00

BARTLESVILLE PHONATHON:

	1989		1990
4-9-89	$ 5,810.00	2-25-90	$ 7,430.00

REPORT OF WEEK-BY-WEEK RESULTS

Listed below is a report of the first week, day-by-day Phonathon results for 1990 and 1989.

1990			1989		
SUN.	2-11-90	$ 6,650.00	SUN.	2-12-89	$ 7,885.00
SUN.	2-11-90	$ 7,035.00	SUN.	2-12-89	$ 8,215.00
SUN.	2-11-90	$ 8,236.00	SUN.	2-12-89	$ 9,460.00
MON.	2-12-90	$ 5,045.00	MON.	2-13-89	$ 5,360.00
TUES.	2-13-90	$ 8,105.00	TUES.	2-14-89	$ 5,725.00
WED.	2-14-90	$ 5,723.50	WED.	2-15-89	$ 3,956.00
THUR.	2-15-90	$ 5,460.00	THUR.	2-16-89	$ 6,975.00
TOTAL:		$ 46,254.50	TOTAL:		$ 47,576.00

*NOTE: $ 1,321.50 behind 1989 figures for same date.

WICHITA PHONATHON

2-6-90	$ 3,539.90	2-7-89	$ 2,460.00

TULSA PHONATHON

2-8-90	$ 3,487.50	1-29-89	$ 2,835.00

Total Phonathon proceeds for 1990 first week:	$ 53,281.90
Total Phonathon proceeds for 1989 first week:	$ 52,871.00

04/30/90

REPORT OF WEEK-BY-WEEK RESULTS

Listed below is a report of the second week, day-by-day Phonathon results for 1990 and 1989.

1990			1989		
SUN.	2-18-90	$ 4,111.00	SUN.	2-19-89	$ 8,051.00
SUN.	2-18-90	$ 10,700.00	SUN.	2-19-89	$ 4,375.00
SUN.	2-18-90	$ 3,927.00	SUN.	2-19-89	$ 8,595.00
MON.	2-19-90	$ 5,300.00	MON.	2-20-89	$ 3,735.00
TUES.	2-20-90	$ 7,785.00	TUES.	2-21-89	$ 4,421.00
WED.	2-21-90	$ 2,830.00	WED.	2-22-89	$ 5,335.00
THUR.	2-22-90	$ 5,525.00	THUR.	2-23-89	$ 4,612.00
TOTAL:		$ 40,178.00	TOTAL:		$ 39,124.00

*NOTE: $ 1,054 above 1989 figures for same date.

KANSAS CITY PHONATHON

2-18-90	$ 11,330.00	2-17-89	$ 7,925.00

ST. LOUIS PHONATHON

2-22-90	$ 1,285.00

Total Phonathon proceeds 1990/first two weeks: $106,074.90

Total Phonathon proceeds 1989/first two weeks: $ 99,920.00

04/30/90

REPORT OF WEEK-BY-WEEK RESULTS

Listed below is a report of the third week, day-by-day Phonathon results for 1990 and 1989.

1990			1989		
SUN.	2-25-90	$ 4,745.00	SUN.	2-26-90	$ 8,515.00
SUN.	2-25-90	$ 5,575.00	SUN.	2-26-90	$ 3,560.00
SUN.	2-25-90	$ 4,715.00	SUN.	2-26-90	$ 5,910.00
MON.	2-26-90	$ 4,235.00	MON.	2-27-90	$ 3,926.00
TUES.	2-27-90	$ 6,300.00	TUES.	2-28-90	$ 4,465.00
WED.	2-28-90	$ 5,785.00	WED.	3-01-90	$ 4,220.00
THUR.	3-01-90	$ 6,005.00	THUR.	3-02-90	$ 3,990.00
TOTAL		$ 37,360.00	TOTAL		$ 34,586.00

*NOTE: $2,774.00 above 1989 figures for same date.

BARTLESVILLE PHONATHON:

2-25-90	$ 7,430.00	4-9-89	$ 5,810.00

1990 Phonathon proceeds/first three weeks:	$ 150,864.90
1989 Phonathon proceeds/first three weeks:	$ 140,316.00

04/30/90

REPORT OF WEEK-BY-WEEK RESULTS

Listed below is a report of the fourth week, day-by-day Phonathon results for 1990 and 1989.

1990			1989		
SUN.	3-04-90	$ 4,715.00	SUN.	3-05-90	$ 4,525.00
SUN.	3-04-90	$ 1,570.00	SUN.	3-05-90	$ 4,255.00
SUN.	3-04-90	$ 2,390.00	MON.	3-05-90	$ 12,780.00
MON.	3-06-90	$ 9,575.00			
TOTAL		$ 21,455.00	TOTAL		$ 18,355.00

*NOTE: $3,100.00 above 1989 figures for same date.

	1990	1989
Clean Up	$ 11,451.00	$ 6,300.00

Total Phonathon proceeds to date for 1990: $ 183,770.90

Total Phonathon proceeds to date for 1989: $ 164,971.00

04/30/90

ATTACHMENT 1

ANNUAL FOUNDATION PHONATHON

PITTSBURG STATE UNIVERSITY

PROJECT COORDINATOR

Connie Pelton Kays
Director of Annual Giving
Pittsburg State University
Ford and Joplin Streets
Pittsburg, Kansas 66762
(316) 232-1190

ABSTRACT

Pittsburg State University annually conducts an all-volunteer phonathon. The program includes mini-phonathons, active involvement from students, alumni, friends, faculty and staff members.

The program is made up of mini-phonathons and an on-campus phonathon. Mini-phonathons are held in large metropolitan areas and utilize alumni in that area as callers. A three-week long phonathon is held on campus and involves more than 200 students, alumni, friends, faculty and staff. That caller group is typically made up of more than 115 faculty and staff, 66 students and 20 alumni and friends.

Utilization of student groups as sources of callers has been an important part of the program and its expansion. Several programs were initiated this year to increase student involvment. Most notably was the creation of a student advisory committee, made up of student leaders. Their purpose was to provide valuable input regarding student perceptions and to act as a liaison with campus organizations encouraging their involvement. Special awards were presented to student organzations and top callers at a phonathon volunteer party held the first of May.

The phonathon program is unique because it is manned by 100% volunteers callers.

Since its inception in 1979, the program has generated $1,298,504.90 in funds for the University. The total for the current year was $183,770.90, of which 77% were unrestricted funds and 23% restricted.

A total of 247 volunteers secured 2,866 pledges from alumni and friends of the University.

Our phonathon program also has an incentive program for new donors or those who increase their gift by $25. They are given a pen and ink etching of a campus building.

This type of phonathon program is very usable for any institution that has a strong alumni base, faculty and staff support, and limited resources.

INTRODUCTION

The following explanation details the growth and success of an all-volunteer phonathon. Also included in the program are mini-phonathons, active involvement from students, alumni, friends, faculty and staff members.

BACKGROUND

Our annual foundation phonathon was established in 1979 to accomplish two important University goals. First, to raise funds from alumni and friends for the University's Annual Fund and secondly, to establish a communication link between alumni and the campus.

DESCRIPTION

Our phonathon program is held primarily in February of each calendar year and consists of two major components: mini-phonathons and an on-campus phonathon.

I. MINI-PHONATHON PROGRAM

Our mini-phonathons are held in large metropolitan areas with a substantial number of alumni residing there. In 1990, mini-phonathons were held in Wichita and Kansas City, Kansas, Tulsa and Bartlesville, Oklahoma, and St. Louis, Missouri. These phonathons utilize alumni in the area as volunteer callers and only local calls are made.

This method of calling provides more personal contact from caller to fellow alumni while also defraying phone expense. These phonathons are typically hosted by one of our alumni at their place of business.

II. ON-CAMPUS PHONATHON PROGRAM

A three-week-long phonathon is held on campus and usually involves more than 200 students, alumni, friends, faculty, and staff.

Calling sessions are held Sunday, Monday, Tuesday, Wednesday and Thursday evenings and Sunday afternoons. Because of outgoing telephone line limitations, only 10-11 callers can be accommodated per session. In 1990, 25 sessions were held, allowing a total of 66 hours for volunteer calling.

One of the main thrusts of the program is to establish an on-going tie between volunteer callers and alumni. When possible, we try to provide callers with cards for the same donors they called the previous year, along with additional non-donor cards. The majority of our phoning involves donors to the University in the last three years.

CALLER MAKEUP

This year, of the 200 plus callers who are involved in the on-campus phonathon, more than 115 are faculty and staff, 66 are students and 20 are alumni and friends.

These callers raise both unrestricted and restricted funds. Special efforts are made to involve administrative staff and alumni without special interests so that unrestricted funds can be raised.

STUDENT INVOLVEMENT

Another aspect of the phonathon program is the utilization of student groups as sources for callers. In the 1990 campaign, 66 students representing 23 student organizations took part by participating as volunteer callers.

Even though the funds generated by students are not substantial, we hope we have laid the groundwork for future involvement and success. Not only do students become aware of the importance of the University's fund raising efforts, but we also hope they will become active after graduation and receptive to similiar University campaigns when they are alumni.

Several special programs were initiated this year to increase student involvment. Most notably was the creation of the student advisory committee made up of student leaders. The committee's goals were to provide valuable input regarding student perceptions and to act as a liaison with campus organizations encouraging their involvement.

Also initiated this year was a President's Sweepstakes Award to be presented to the top student group based on gifts received to the University by May 1. We hope this award will be considered prestigious by the students and sought after in future years. Cash prizes to the runner-up student groups and top individual callers were also awarded at a phonathon volunteer party held the first of May.

ALUMNI INVOLVEMENT

We also involve local alumni and friends of the University as callers. Members of the alumni association board of directors played an integral part, with 14 of their 21 member board of directors volunteering their time and effort to call.

UNIQUENESS OF PHONATHON

What makes our phonathon program so unique is the fact that it is manned by 100% volunteer callers. We also have members of our student alumni association board serve as "runners" during the calling sessions. Numerous other volunteers assist with the record keeping, mailing and decorations.

STAFFING

The paid staff members involved are full-time employees of the University. Four individual staff members assist with the phonathon program. Three of those members work in alumni relations, which is especially involved in the organization of the mini-phonathons. One of those individuals is a full-time volunteer for the University. The remaining staff member, the coordinator of the phonathon, is a development staff member.

RESULTS

Since its inception in 1979, the phonathon program has generated $1,298,504.90 in funds for the University. The total for our 1990 program is $183,770.90, up 11% over the 1989 figures. Of the 1990 pledges, 77% were unrestricted funds and 23% restricted.

Our mini-phonathons in 1990 totaled $27,072.40, up 42% from the 1989 figure of $19,030. Alumni association board members raised $14,012.40, while student organizations generated $12,695.

A grand total of 247 volunteers secured 2,866 pledges from alumni and friends of the University.

Our phonathon program also involves an incentive program for donors. A pen and ink etching of one of our campus buildings is given for new donors to the University, or individuals who increase their gift by $25 or more. The etching is part of a collector series of campus buildings. A total of 1,315 individuals will receive the etching as part of the incentive program. New donors to the University numbered 233 for 1990.

CONCLUSIONS AND RECOMMENDATIONS

We feel our volunteer phonathon is extremely successful and are pleased with the results it has generated in recent years.

This type of program is viable for any institution that has a strong alumni base, faculty and staff support, and limited financial resources.

One of our immediate goals is to reach more alumni through our phonathons. We realize that to do this, without professional services, we will need to expand in several areas. Our mini-phonathons have been an increasing means of support and funds generated were up considerably over previous years. We hope to expand to the Springfield, Missouri and Dallas/Ft. Worth, Texas areas.

Another avenue for expansion will be the utilization of more trained student volunteers. We have plans of hiring students who were identified as outstanding callers during the phonathon to do follow-up calls to donors who have not yet made their gifts to the University before the fiscal year-end.

Emphasis in these two areas will also help in our efforts to raise unrestricted funds.

APPENDIX 7

PITTSBURG STATE UNIVERSITY
CAMPAIGN FOR DISTINCTION

ATHLETIC CAPITAL CAMPAIGN
NOW IS THE TIME

By

Joseph G. Smoot

Pittsburg State University completed the Campaign For Distinction at the end of FY 1990 by surpassing the goal with a total of $10,004,778. The Campaign For Distinction addressed the needs for the renovation of Carnie Smith Stadium, newly named for its legendary football coach, and Brandenburg Field. Included in the Athletic Capital Campaign, Now Is The Time, was $1,000,000 for the stadium renovation project and $600,000 for endowed scholarships. The Case Statement for intercollegiate athletics emphasized the need of keeping Pitt State athletics strong as the University began competition in the National Collegiate Athletic Association at the Division II level.

Pittsburg State University's athletic program has become an honored part of the history of the institution. Through the years, intercollegiate sports have provided opportunities for thousands of athletes to compete in their favorite sports. The traditional sports have been football, basketball, and track teams. In these sports Pittsburg State, then Kansas State Teachers College, excelled in the Central States gaining national prominence as well as regional honors for championship teams.

Honored names of coaches at Pittsburg State became associated with these three sports. Carnie Smith in football, John Lance in basketball, and Garfield Weede in track guided Pitt State teams to winning seasons year after year. They also earned well-respected status in American sports history.

Up to the early 1960s, Pitt State athletics attracted top intercollegiate athletes through an athletic scholarship program that was considered one of the best in the region and certainly in Kansas and Missouri. During the post World War II years for two decades, Pitt State awarded at least 48 football scholarships, 15 for basketball, and 15 for track and field. These scholarships attracted the finest athletes largely within a hundred-mile radius of the University. During these years, Pitt State football fielded two national champion (NAIA) football teams, outstanding basketball teams, and one of the best track and field team records in the midwest among small colleges. These teams produced numerous conference champions as the trophy cases attest.

Facilities for these athletic teams have been adequate. Brandenburg Field with its football field and track holds an honored place on campus. Completed in 1924, the stadium had little in the way of capital improvements in the intervening years even though it had hosted thousands upon thousands of enthusiastic fans for Saturday afternoon and night games. The track had not been adequate in recent years to host these outdoor events on campus. The old gymnasium held a prominent place on the oval until its demolition in 1971. In 1971, the physical education building was completed with an olympic size swimming pool, a basketball arena that can seat 7,000 people, and outstanding physical education and athletic staff offices and classrooms. The building was named for Garfield Weede in 1971 and the arena for John Lance in 1985.

In the 1960s and 1970s while Pittsburg State University continued to produce strong athletic teams in the three sports, other regional schools began to catch up to and surpass the University in a comprehensive athletic program. In Kansas, regional institutions at Fort Hays State and Emporia State as well as Washburn University became active in building strong sports facilities and programs. In the nation, the same thing occurred so that exactly 20 years elapsed before Pitt State produced another national NAIA contender in football. No basketball teams made it to the top national circle during those decades. Track teams continued to place well in their competition. In 1976, the Central States Intercollegiate Conference was organized with four Kansas institutions, two Nebraska, and two Missouri colleges, forging a strong competitive league. Pitt State performed well in this conference in the intervening years, dominating the conference with football and track and field championship teams.

In the early 1970's, Pitt State began another athletic tradition by adding women's sports to its program. State funding was secured for the program. Volleyball, softball, and basketball have been the mainstays of this program, although their funding has not permitted a competitive edge except perhaps in softball where two teams have placed high in NAIA finals.

Pitt State athletics has been a part of the National Association of Intercollegiate Athletics since the founding of that organization in 1952. Composed of several hundred independent colleges, church related colleges, state colleges, and state universities, the NAIA has provided an excellent national organization for competitive sports. Increasingly, state colleges and universities have been transferring to Division II of the National Collegiate Athletic Association, and especially so in the south and southwest. In 1989, Pittsburg State University began competition in the Missouri Intercollegiate Athletic Association and at the Division II level of the NCAA. In its first year, Pitt State reached the football quarterfinals for the national championship and the men's and women's track teams became MIAA Conference champions.

When the University launched its first capital campaign, intercollegiate athletics formed a part of the total goal. Brandenburg Field needed major refurbishing to provide a new track and football field, new seating, lights, scoreboard, sound system and press box. In addition to stadium renovation, the Pitt State Athletic program needed additional scholarship endowment funds to assure consistent competitive programs. The following projects have been completed related to the stadium. Stadium structural work remains to be completed.

Project	Date Started	Date Completed	Cost
Stadium Seating	2/88	7/88	$ 65,668
Field Turf	5/88	7/88	16,000
Four Lighting Units	8/88	9/88	149,774
Score Board	8/88	9/88	70,806
Sound System	8/88	9/88	15,772
Track (Base and Surface)	8/88	3/89	293,303
Track (In-kind surface)	8/88	3/89	113,000
Press Box	5/89	9/89	230,000
Total			$ 954,323

In addition to the renovation projects, the Campaign For Distinction increased the endowed scholarship funds to $328,000 at the end of FY 1990. To date, the Campaign For Distinction has produced almost $1,500,000 for the intercollegiate athletic program.

The Office of Development is very pleased with the achievements made in this particular phase of the Campaign For Distinction.

APPENDIX 8

PITTSBURG STATE UNIVERSITY FOUNDATION

BOARD OF TRUSTEES

Fiscal Year 1991

President:

O. Gene Bicknell
National Pizza Co.
720 West 20th Street
Pittsburg, KS 66762

Vice President:

J. B. Towner
805 Elmwood Lane
Pittsburg, KS 66762

Secretary:

Joseph G. Smoot
Pittsburg State University
401 East Ford Street
Pittsburg, KS 66762

Treasurer:

John D. Patterson
Pittsburg State University
1701 South Broadway Street
Pittsburg, KS 66762

Members:

O. W. "Jack" Armstrong
2000 Skyline Drive
Bartlesville, OK 74006

Tom Beal
5001 West 86th Sreet
Prairie Village, KS 66207

Waneta Childress
805 West 4th Street
Webb City, MO 64870

Gary Cinotto
Miners State Bank
PO Box 1021
Frontenac, KS 66762

Roger Gladden
2021 East 34th Place
Joplin, MO 64804

William R. Hagman
301 Winwood Street
Pittsburg, KS 66762

Donald Holsinger
1453 Bitner Place
Pittsburg, KS 66762

Gene Irvin
813 North Ohio Street
Adrian, MO 64720

Duane Lawellin
2820 Illinois Street
Joplin, MO 64802

Kenneth Ike Loy
Loy and Loy
112 West 4th Street
Pittsburg, KS 66762

Edythe McNally
101 South College Street
Pittsburg, KS 66762

Troy Michie, Jr.
2052 St. Nick Street
New Orleans, LA 70114

George Pitzer
2406 South Homer Street
Pittsburg, KS 66762

William Shute
804 South Catalpa Street
Pittsburg, KS 66762

Gary Wall
3120 Briggs Street
Parsons, KS 67357

Paul Wilbert
311 Winwood Drive
Pittsburg, KS 66762

George Zugmier
641 Parallel Drive
Wichita, KS 67230

August Rua
PO Box 134
Pittsburg, KS 66762

Mike Slack
1406 Franklin Road
Pittsburg, KS 66762

Donald C. Widner
1301 Woodland Terrace
Pittsburg, KS 66762

Donald W. Wilson
515 East Ford Street
Pittsburg, KS 66762

APPENDIX 9

Pittsburg State University Foundation
By Laws
(Adopted July 1, 1985; Amended September 8, 1989)

ARTICLE I

Name and Location

Section 1. The name of the corporation shall be the Pittsburg State University Foundation.

Section 2. The principal office and registered office shall be located at the Cecil and Eva C. Wilkinson Alumni Center, Ford and Joplin Street, Pittsburg, Kansas 66762.

Section 3. Other offices for the transaction of business shall be at such places as the Board of Trustees may, from time to time, determine and designate.

ARTICLE II

Purpose

Section 1. The purposes for which said Corporation is formed are the support of an educational undertaking, to-wit, the Pittsburg State University, and to that end to receive and hold in trust any property, real and personal, given devised, bequeathed, given in trust, or in any other way made over to the said Corporation for the use or benefit of Pittsburg State University, or of any student or professor therein as such, or of any department thereof, or for the carrying on at said institution of any line of work, teaching, or investigation, or contract research, which the donor, grantor, or testator may designate; to invest or disburse all moneys so received, and generally to care for, manage, administer and control all such property so received, and to carry out the wishes and to see the funds and property so received are applied to the uses specified by the donors; or, in case the gift, devise or bequest is a general one, then to such uses as may be agreed on by the Board of Trustees.

Section 2. The term for which the Foundation shall exist is in perpetuity.

ARTICLE III

Members

Section 1. There shall be two categories of members of this Corporation, honorary and active, with each category exercising full membership rights.

Section 2. Honorary members may be elected for life by the Board of Trustees.

Section 3. Active members will be designated each year by the Board of Trustees as those who make a minimum contribution to the Foundation as specified by the Board of Trustees each year at its annual meeting. Membership rights will be based in a current fiscal year on a minimum gift during the previous or current fiscal year.

Section 4. An annual meeting of members shall be held at the principal location of the corporation on the day and at the time to be set each year by the President of the Foundation, and written notice of such meeting shall be served by United States mail upon all members of the corporation at least fifteen days prior to the day of said meeting. At such meeting, the members shall elect Trustees to serve three year terms. The immediate past president of the Foundation shall be elected to the Board of Trustees if eligible to serve. At the first election, eight (8) members shall be elected for 3 year terms, eight (8) members shall be elected for 2 year terms, and eight (8) members shall be elected for a 1 year term. They may also elect those who have given extended service on the Board as trustees emeritus of the Foundation. Trustees emeritus will receive special reports, notices, and communications from time to time and may also be invited by the chairman to attend meetings.

Section 5. A special meeting of the members, to be held at the same place as the annual meeting, may be called at any time by a written request of the majority of the Board of Trustees, or by the President or, in his absence, by the Vice President. It shall be the duty of the President, or Vice President or Board of Trustees to call such a meeting whenever so requested by fifty (50) percent of the members of the corporation. Notice of the time and place of all special meetings of the members shall be mailed by the Secretary to each member at least ten (10) days before the date thereof.

Section 6. The President, or, in his absence, the Vice President shall preside at all such meetings.

Section 7. At every meeting, each member shall be entitled to cast one vote, which vote may be cast either in person or by proxy. All proxies shall be in writing and shall be filed with the Secretary and the same entered of record in the minutes of the meeting.

Section 8. A quorum for the transaction of business for any meeting shall consist of those members of the corporation who attend or have submitted their proxy.

Section 9. The members shall have power, by a majority vote at any annual or special meeting, to remove any Member, Trustee, or officer from office.

Section 10. The books, records and accounts of the corporation shall be open to the inspection of any and every member, and such member shall have the right and privilege to examine said books, records and accounts of the corporation at any time.

Section 11. The President of the University, the Vice President for Development and Public Relations, and Director of Development, the Vice President for Business and Fiscal Affairs, the Director of Alumni Relations shall be ex-officio non-voting members of the Foundation. The President of the Alumni Association shall be an ex-officio voting member of the Foundation.

ARTICLE IV

Trustees

Section 1. The business and property of the corporation shall be managed by the Board of Trustees, consisting of not less than twenty-four (24) and not to exceed thirty-six (36) elected members and those provided for by Section 10 of this Article IV. The number of directors shall be established from time to time by a majority vote of those present at any regular meeting of the Board of Trustees. As a qualification for election thereof, it shall be necessary that a Trustee be a member of said corporation. The Trustees shall be elected by the Members of the Foundation and shall receive no compensation for their services as Trustees. A majority shall be alumni of Pittsburg State University. Vacancies occurring on the Board of Trustees shall be filled by an affirmative vote of a majority of the remaining Trustees at any regular or special meeting. The Trustee or Trustees so chosen shall hold office until the next annual election and until their successors shall be duly elected and qualified. A quorum shall be a majority of the Trustees.

Section 2. The President of the Foundation shall serve as chairman of the Board of Trustees and the Vice President of the Foundation shall serve as Vice Chairman of the Board of Trustees.

Section 3. The regular annual meeting of the Trustees shall be held in the principal office of the corporation immediately after the adjournment of each annual members' meeting. The Trustees shall elect the officers of the Board of Trustees at this meeting. The past President of the Foundation shall serve as temporary chairman of the Trustees for the election of officers. At this meeting other regular meetings for the ensuing year shall be scheduled.

Section 4. Special meetings of the Board of Trustees, to be held at any place, may be called by the chairman and, in his absence, by the Vice Chairman. By consent of two-thirds of the Trustees, such meetings of the Board may be held, without notice, at any time and place.

Section 5. Notice of all such special meetings of the Board of Trustees shall be mailed to each Trustee by the Secretary at least ten (10) days previous to the time fixed for the meeting. All notices of such meeting shall state the purpose thereof. Notice of any special meeting may be waived by the Trustees, and the presence of any Trustee at any meeting shall be deemed to constitute a waiver of notice of such meeting.

Section 6. A quorum for the transaction of business at any meeting shall consist of a majority of the members of the Board of Trustees, but the members present at any regular or special meeting, although less than a quorum, shall have power to adjourn the meeting to a future time and, from time to time thereafter, until a quorum shall be present.

Section 7. The Trustees shall elect officers of the corporation, such election to be held at the annual Trustees'meeting following each annual members' meeting, and if such election is not held at such meeting, the same may be held at any subsequent meeting of the Board of Trustees.

Section 8.

(a) The Trustees may select an Executive Director to manage the business and property of the corporation during the interim between annual meeting of the Board of Trustees and shall fix the salary of said Executive Director, and as a qualification for said position, it shall not be necessary that the person so employed be a member of the corporation or Trustee.

(b) In the absence of an appointment under "Section 8a" above, the Executive Committee shall meet on call to perform the functions outlined in "Section 8a".

Section 9. At each annual members meetings, the Board of Trustees shall submit a statement of the business transacted during the preceding year, together with a report of the general financial condition of the Corporation.

Section 10. The President of the University, the Vice President for Development and Public Relations, the Director of Development, the Vice President for Business and Fiscal Affairs shall be ex-officio non-voting members of the Board of Trustees in addition to the twenty-four (24) elected members. The President of the Alumni Association shall be an ex-officio voting member.

ARTICLE V

Officers

Section 1. The officers of this corporation shall be a President, a Vice President, a Secretary and a Treasurer. The President, the Vice President, and the Secretary shall be elected for a term of one year and shall hold office until their successors are duly elected and qualified. No one shall be eligible to hold any office who is not a member of the corporation, and any such officer who ceases to be a member of the corporation shall cease to hold said office on the termination of his membership in said corporation. The office of Treasurer shall be held by the Vice President for Business and Fiscal Affairs of Pittsburg State University.

Section 2. The President shall preside at all Board of Trustee and Members meetings; shall have general supervision over the affairs of the corporation and over the other officers; shall sign all written contracts of the corporation, and may sign checks, and shall perform all such other duties as are incident to his office. In case of the absence or disability of the President, his duties shall be performed by the Vice President.

Section 3. The Secretary shall issue notices of all Board of Trustees and members meetings and shall attend and keep the minutes of the same; shall have charge of all corporate books, records and papers; shall have custody of the corporate seal; shall attest with his signature and impress with the corporate seal all written contracts of the corporation; and shall perform all such other duties as are incident to his office.

Section 4. The Treasurer shall have custody of all money and securities of the corporation and shall give bond in such sum and with such sureties as the Board of Trustees may require conditioned upon the faithful performance of the duties of his office. He shall sign checks of the corporation, shall keep regular books of account and shall submit them, together with all his vouchers, receipts, records and other papers, to the Board of Trustees for their examination and approval as often as they may require, and shall perform all such other duties as are incident to this office.

ARTICLE VI

Committees

Section 1. The Executive Committee shall be elected by the Board of Trustees and shall consist of five (5) members of the Board of Trustees. The members of the Executive Committee will normally include the following: Chairman of the Board of Trustees, who will serve as Chairman of the Executive Committee; Vice Chairman of the Board of Trustees; Secretary of the Board of Trustees; the immediate past President of the Foundation may also be elected to serve on the Executive committee if a member of the Board of Trustees. The President of Pittsburg State University, the Vice President for Development and Public Relations of Pittsburg State University, and the Vice President for Business and Fiscal Affairs of the Pittsburg State University shall serve as ex-officio non-voting members of the Executive Committee. The Executive Committee shall have and may exercise all the powers of the Board of Trustees in the management of the business and affairs of the Foundation during the intervals between meetings of the Board, except the power to fill vacancies on the Board and the power to amend the By Laws. The Executive Committee may make rules for the conduct of its business. A majority of the voting members of the Executive Committee shall constitute a quorum.

Section 2. Standing Committees. The Board of Trustees shall establish the following committees in conducting the affairs of the Foundation:

a. Development Committee. The Board of Trustees shall elect the five (5) members of this committee, one of whom shall be designated Chairman, annually. A majority of the committee shall constitute a quorum for any meeting. The committee shall establish fund-raising plans and goals for the Foundation.

b. Investment Committee. The Board of Trustees shall elect the five (5) members of this committee, one of whom shall be designated Chairman, annually. A majority of the committee shall constitute a quorum. The Treasurer of the Foundation shall be a member of this committee. The committee shall invest the funds of the Foundation in keeping with policies set by the Board of Trustees. The committee may engage appropriate investment counsel on approval from the Board of Trustees in the management of the Foundation's assets and in keeping with the fiduciary responsibility of the Trustees to realize adequate investment returns.

c. Finance committee. The Board of Trustees shall elect the five (5) members of this committee, one of whom shall be designated Chairman, annually. A majority of the committee shall constitute a quorum for any meeting. The committee shall prepare the annual Foundation budget and be responsible for the management of the building and grounds of the Alumni Center.

Section 3. The Board of Trustees shall establish other standing committees as required and elect the members each year.

ARTICLE VII

Finances

Section 1. The funds of the corporation shall be deposited in such bank or banks as the Board of Trustees shall designate and shall be withdrawn only upon check or order of the Treasurer and such other officers as may be designated by the Board of Trustees.

Section 2. An annual audit of the funds and property of this corporation shall be made and a report thereof submitted to each member of the Board of Trustees, and will be made available to any member of the Foundation upon request.

ARTICLE VIII

Seal

Section 1. The Board of Trustees shall provide a suitable seal for the corporation and it shall bear the name of the corporation and the word "Seal." Such seal shall be impressed upon all contracts, conveyances and written instruments as may require the seal of the corporation.

ARTICLE IX

Amendments

Section 1. These By Laws may be amended, changed or altered by the affirmative vote of two-thirds of those present at any regular meeting of the Board of Trustees, subject to the power of the members to amend, alter or repeal the By Laws; provided, however, that notice of any such action by the Board of Trustees shall be given to each member of the Foundation not a member of the Board of Trustees having voting rights within thirty (30) days after the date of such change by the Board of Trustees.

APPENDIX 10

PITTSBURG STATE UNIVERSITY FOUNDATION
NACUBO ENDOWMENT STUDY FY 1989

By

Joseph G. Smoot

The Pittsburg State University Foundation was organized on July 1, 1985, from the Endowment Association established in 1951 and the Alumni Foundation established in 1970. The United Missouri Bank of Kansas City was engaged to manage the PSU Foundation assets in January, 1986.

Pittsburg State University participated in its first endowment study conducted by the National Association of College and University Business Officers (NACUBO) in FY 1989. NACUBO has published these studies since 1971. The annual report contains the most comprehensive analysis of endowment data available for college and university foundations. The abstract of the study is attached.

This report of the Pittsburg State University Foundation endowment data enables us for the first time to make accurate comparisons with other university foundations. We now have reliable information to help assess the management of PSU Foundation assets. PSU is institution number 280 in the tables attached to this report. The data supplied to NACUBO was for the Fiscal Years 1986-1989. For this reason, cumulative returns figured since 1980 are not available for the PSU Foundation. (See Pages 113 and 151)

1. Of the 330 institutions responding to the NACUBO survey, Pittsburg State University Foundation ranked 315 with $6,233,000 in endowment assets. Emporia State University ranked 295, with assets of $13,431,000. The University of Kansas ranked 61 with $203,595,000 and Kansas State University ranked 146 with 62,608,000. No other Kansas Regents university participated in the study. Of the 14 institutions ranked lower than Pittsburg State University, the only regional one, Southwest Missouri State University Foundation, ranked 324 with $3,827,000 in assets. (See Page 27)

2. An important measure of the strength of an endowment fund are the total dollars of endowment for each full-time equivalent student. In this measure, Pittsburg State University ranked 69 of 92 public colleges and universities with $1,299 per FTE student. This measure places Pittsburg State University ahead of such well-known universities as Oklahoma State University (71), Indiana University (73), University of Illinois (80), University of Wisconsin System (81), University of Maryland System (82), and Arizona State University (89). (See Page 31)

3. Rate of spending is another way to compare management of endowment assets. Endowment spending as a percentage of the market value of the endowment fund for FY 1989 was 4.1% for public institutions and 4.9% for private institutions. For endowment funds under $25,000,000, the spending rate was 5.4%. The University of Kansas spends 5% of a three year moving average of market values as of January 31. Pittsburg State University spends all income. (See Page 57)

Nevertheless, because the University established the pooled income fund, there is market growth based on the unit value concept. The Pittsburg State University Foundation became one of the earliest in the country to use the pooled income fund. This information has nothing to do with the NACUBO Study, but is important in reviewing investment objectives.

Fiscal Year	Total Units	% Increase in Unit Pool Value*	CPI	Growth/Decline
6.30.1986	1.0236950			
6.30.1987	1.09644285	7.106	3.7	3.40
6.30.1988	1.02047860	-6.929	3.8	-10.70
6.30.1989	1.06127633	3.990	5.3	-1.30
Total		4.167	12.8	-8.60
Total Compounded		3.671	13.3	-9.60

*Principal value at market

The total % increase in the unit pool value for the three years was 4.167. The Consumer Price Index increase for Fiscal Years 1987, 1988, and 1989 totaled 12.8% which allowed for a growth reduction in the pooled funds of 8.60%. The compounded percentages are 3.671% for the increase in the unit pool value and a compounded Consumer Price Index of 13.3% which totaled a 9.60% decrease in the unit pool value. The Foundation trustees may wish to review this growth/decrease trend as a part of its investment policy.

4. The assets of the Pittsburg State University Foundation are 100% in marketable securities. The dollar-weighted mean of all foundation assets in the NACUBO Endowment Study is 89.5% in marketable securities, 3.4% in non-marketable securities, 3.6% in non-campus real estate, 1.8% in campus real estate, and 1.8% in other investments. It would appear that the PSU Foundation could include a value for the Alumni Center property in its Foundations assets. (See Page 74)

5. Of 324 institutions that reported an Investment Pool Nominal Return (Actual Return), the Pittsburg State University Foundation realized 14.3% in FY 1987 compared to the dollar-weighted mean of 12.7% of all institutions; in FY 1988, PSU's Foundation realized 6.3% compared to the dollar-weighted mean of 1.2%; for FY 1989, PSU's Foundation realized 12.8% compared to a dollar-weighted mean of 14.6% for the 324 institutions.

It should be noted that the PSU Foundation performance of 12.8% was not only 1.8% below the dollar-weighted mean of all of the university foundations, but well below the S&P 500 index of 20.6% and the Wilshire 5000 index of 19.5%. It was a little higher than the SLH Govt/Corp index of 12.3%. (See page 92)

6. The PSU Foundation Average Annual Compound Nominal Return for one, two, and three-year comparisons reveal a decline in FY 1989 but a three-year average better than the average for all institutions. For one year (FY 1989), PSU showed a 12.8% return compared to an equal-weighted mean for all institutions of 14.1%, which may reflect the equity investment policy of the PSU Foundation. For two years (FY 1988-1989) the PSU Foundation return amounted to 9.5% compared to the equal-weighted mean of 7.4%; for three years (FY 1987-1989), the PSU Foundation return amounted to 11.1% compared to 9.4% for the equal-weighted mean of all institutions.

By this measure, the Pittsburg State University Foundation realized an average actual compound return of 9.5% for two years (FY 1988 and FY 199) compared to and equal weighted-mean of 7.5%. The S&P 500 had 5.9% and the Wilshire 5000 6.0%. For the three-year period (FYs 1987, 1988, 1989) the PSU Foundation realized an actual average compound return of 11.1 compared to 11.9% for the S&P 500; and 10.5% for Wilshire 5000. This performance reflects the equity investment policy of the PSU Foundation. (See page 102)

7. The Investment Pool Average Annual Compound Nominal Return of 12.8% for the PSU Foundation created a four-way tie for the rank of 167 of 278 institutions that reported 1989 investment pool returns. The three-year average of 9.5% gave the PSU Foundation a rank of 53 of 243 institutions. (See Page 119).

8. The Investment Pool Real Return for the PSU Foundation was 10.3% in FY 1987 compared to a dollar-weighted mean of 9.0% for all institutions. For FY 1988, PSU's Foundation realized 2.4% compared to a -2.4% dollar-weighted mean for all institutions and a 7.2% return for FY 1989 compared to a dollar-weighted mean of 8.9% for all institutions. The real return allows for a factor of inflation based on the Consumer Price Index (CPI). The CPI percent used was 5.3% for FY 1989, 3.8% for FY 1988, and 3.7% for FY 1987. (See Pages 92 and 131)

9. The Investment Pool Average Annual Compound Real Return for the PSU Foundation was 7.2% in FY 1989 compared to an equal-weighted mean of 8.4%. For two years (FY 1988-1989) it was 4.8% compared to an equal-weighted mean of 2.8% and for three years (FY 1987-1989), it was 6.6% compared to an equal weighted mean of 5.0%. (See Page 141)

APPENDIX 11

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APPENDIX 12

PITTSBURG STATE UNIVERSITY
STUDENT RECRUITMENT AND RETENTION PLAN

Enrollment management fulfills a recognized need to attract and to retain qualified and motivated students in an optimum number to accomplish the University's mission. The optimum number of enrolled students in any one year depends on the ability of the University to provide necessary resources including finances, facilities, faculty and staff, and academic and student development support to serve them effectively. Adequate resources enables the University to attract students without exploitation.

Pittsburg State University instituted the Enrollment Management Division (later changed to Enrollment Services) in 1985. The appointment of a Director of Enrollment Management with membership on the President's Coordinating Council indicated that enrollment management had in fact become a top priority in the future of the University. Also, increased budgets, the appointment of additional staff, and the merger of several functions enabled the Division to function more efficiently. A University Marketing Committee, chaired by Joseph G. Smoot, began its work in 1984, and reported a marketing plan in 1985 focused on recruitment, development, and public image which set the course for enrollment management at PSU.

In the spring of 1990, the University President appointed the following Enrollment Management Committee to address both short and long-term issues related to enrollment management.

Joseph G. Smoot, Vice President for Development, Chair
Ellen Carter, Director of Public Relations
Barry Davidson, Director of Admissions
Wilma Minton, Vice President for Student Affairs
James Parker, Director of Enrollment Management
Robert Ratzlaff, Vice President for Academic Affairs
James Taylor, Chair, University Planning Committee
Robert Wilkinson, Director of Institutional Research

The short-term charge was to develop and to implement strategies to maximize enrollment for the 1990 Fall Semester. In addressing long-term issues, the committee drafted a recruitment and retention mission statement and determined goals to fulfill the mission. To achieve the objectives, the committee developed appropriate strategies to meet the enrollment needs of Pittsburg State University. The President's Coordinating Council has determined that this Recruitment and Retention Plan is the top priority that will involve the entire University community.

While this plan focuses on the enrollment for the 1991 Fall Semester, it is subject to review and change as circumstances warrant. This plan will be in effect until June 30, 1991, when it will be revised for the 1991-1992 academic year beginning July 1, 1991.

STUDENT RECRUITMENT AND RETENTION MISSION STATEMENT

At Pittsburg State University, all members of the University community participate in recruitment and retention efforts as a top institutional priority to achieve an effective enrollment process. Recruitment and retention of students involves both undergraduate and graduate students as well as other potential student populations. Student recruitment and retention is integrated into the fabric of University policy development and decisions at all levels view it as a central concern. In its broadest sense, recruitment and retention is the effective coordination of a total University effort to assure the University of a reliable supply of qualified new and readmitted students.

The Office of Enrollment Services coordinates the recruitment activities of the University that includes undergraduate, graduate and vocational-technical students. In other areas affecting University enrollment, the Office maintains a cooperating and working relationship generally with Academic and Student Affairs, as well as Continuing Studies, Graduate Studies, Institutional Research, the Registrar, the Office of Alumni Relations, and the Office of Development in order to provide a comprehensive model of enrollment management.

The Office of Enrollment Services maintains and is committed to a strategic orientation that constantly assesses the environment, is flexible, adaptive, and proactive, and strives to match institutional activities with market demands and the student decision processes.

STUDENT RECRUITMENT AND RETENTION GOALS FOR 1990-1991

I. Maintain and continue to build upon the University Recruitment and Retention Plan which focuses on well-defined market segments for Pittsburg State University to ensure a reliable source of new and qualified students.

II. Maintain campus-wide participation in the recruitment process to include all members of the University community.

III. Maintain campus-wide participation in the University retention efforts.

IV. Utilize an on-going system of gathering data necessary to analyze and predict trends and events that have an impact on student recruitment and retention.

RECRUITMENT AND RETENTION GOALS FOR 1990-1991

GOAL 1
MAINTAIN AND CONTINUE TO BUILD UPON THE UNIVERSITY RECRUITMENT AND RETENTION PLAN WHICH FOCUSES ON WELL-DEFINED STUDENT SEGMENTS FOR PITTSBURG STATE UNIVERSITY TO ENSURE A RELIABLE SOURCE OF NEW AND QUALIFIED STUDENTS.

OBJECTIVE A
Enroll 6,000 students at Pittsburg State University for the 1991 Fall Semester in the following categories and with historical data used to develop the projected figures:

Classification	1989	1990	Projected 1991
Freshmen-Regular	568	621	660
Freshmen-TEC	59	65	65
Transfers	513	496	500
Returning Undergraduates	3,129	3,025	3,100
New Graduates	177	195	225
Returning Graduates	792	800	750
Continuing Education	722	716	700
	5,960	5,918	6,000

INQUIRIES

STRATEGY 1. Develop 11,000 inquiries from prospective undergraduate students.

(1). Purchase mailing lists from the Educational Testing Service for those students taking the PSAT during their junior year in high school.

Person Responsible: Parker Completion Date: 10.01.90

(2). Attend all of the College Planning Clinics (CPC's) in Kansas and selected out-of-state programs.

Person Responsible: Davidson Completion Date: 12.01.90

(3). Request high school counselors in Kansas and selected out-of-state schools to provide PSU with the names and addresses of students in the top 25% of the senior class so that information about the Deans' Scholarships and other awards can be sent. As a follow-up, the names of the top 25% of the junior class will be requested to provide early scholarship information.

Person Responsible: Parker Completion Date: 12.01.90

(4). Distribute current University publications with response cards to public offices and other designated spots that attract prospective students.

Person Responsible: Parker Completion Date: 12.01.90

(5). Purchase mailing lists of prospective students from ACT, Enrollment Opportunity Service (EOS) and the National Research Center for College and University Admissions (NRCCUA). The EOS list will be for students who did not select PSU as one of their first choices. NRCCUA will be utilized to purchase lists segmented by academic major. For 1991 prospects, the purchased list will be for students interested in technology.

Person Responsible: Parker, Davidson Completion Date: 12.01.90

(6). Devise and put into action mechanisms to solicit referrals from PSU faculty and staff, current students, alumni, parents of current students, and friends of the University.

Person Responsible: Parker, Davidson Completion Date: 12.01.90

(7). Purchase advertising in College Outlook, Junior and Senior View, and Key Publications, publications directed to high school juniors and seniors who plan to attend college.

Person Responsible: Parker Completion Date: 12.15.90

(8). Distribute bulletin board posters with response cards to 520 high schools in Kansas and selected schools in Missouri and Oklahoma, and to 25 community colleges in the same geographic areas.

Person Responsible: Parker Completion Date: 01.31.91

(9). Expand the primary and secondary targeted areas to include 265 high schools in 67 counties in Kansas and three counties in Missouri. Under the previous recruitment plan, admission staff members scheduled 185 visits to 140 high schools. See attached map for Kansas.

Person Responsible: Davidson Completion Date: 03.15.91

(10). Complete 41 visits to 26 community colleges in Kansas and adjacent areas of Missouri and Oklahoma. Faculty and staff are urged to participate in these visits along with the admissions staff. In addition to the visits listed above, community colleges in the Greater Kansas City area, St. Louis, and Tulsa will be scheduled for at least one visit. Faculty and staff from the School of Technology and Applied Science will be urged to assist with these visits.

Person Responsible: Davidson Completion Date: 03.15.91

(11). Schedule Special Receptions in selected areas off-campus to host prospective students and their parents. Expand from three of these receptions to five in the spring of 1991.

Person Responsible: Parker, Davidson Completion Date: 04.01.91

(12). Organize activities to attract prospective students to visit the campus such as Visit-the-Campus Day sponsored by the Office of Admissions, and special days sponsored by academic and other University divisions.

Person Responsible: Davidson, Peterson Completion Date: 06.15.91

STRATEGY 2. Develop 1,000 inquiries from prospective students interested in one of the programs offered through the Technical Education Center.

(1). Attend selected College Planning Clinics with a display and materials specifically aimed at prospective TEC students.

Person Responsible: Johnson Completion Date: 12.01.90

(2). Contact high school vocational and technical studies teachers in Kansas and selected out-of-state schools to request names and addresses of prospective TEC students.

Person Responsible: Johnson Completion Date: 12.01.90

(3). Distribute TEC promotional literature with reply cards in selected sites in order to obtain names and addresses of prospective students.

Person Responsible: Johnson Completion Date: 12.15.90

(4). Prepare bulletin board posters with reply cards and distribute to high schools and other selected display areas. Ask that posters be displayed in shop and technical education locations.

Person Responsible: Johnson Completion Date: 01.15.91

(5). Schedule 125 visits to 100 high schools in Kansas and selected out-of-state high schools. These visits are excluded from the total indicated in the scheduled visits by the admissions staff but will represent some duplication.

Person Responsible: Johnson Completion Date: 03.15.91

(6). Work cooperatively with Job Service to obtain the names of non-traditional students with special needs who could be served through a TEC program of study.

Person Responsible: Johnson Completion Date: 06.15.91

(7). Participate in on-campus activities that bring prospective students to campus. Prepare displays and materials to attract students interested in TEC programs.

Person Responsible: Johnson Completion Date: 06.15.91

(8). Purchase advertising in area newspapers to solicit inquiries from students not currently attending school.

Person Responsible: Parker, Johnson Completion Date: 08.01.91

(9). Set up displays of TEC materials at selected county fairs in Southeast Kansas.

Person Responsible: Johnson Completion Date: 08.01.91

STRATEGY 3. Develop 2,000 graduate student inquiries.

(1). Develop and utilize a tracking system for the identification of inquiries from prospective graduate students and for the retrieval of information necessary to track inquiries and to evaluate the recruitment and retention plan.

Person Responsible: McCrone, Wilkinson Completion Date: 11.15.90

(2). Prepare and distribute bulletin board posters with reply cards to encourage prospective graduate students to request information.

Person Responsible: McCrone Completion Date: 01.31.91

(3). Contact the Kansas State Department of Education to obtain a mailing list of all public school teachers in Kansas and send each teacher a copy of the summer class schedule.

Person Responsible: Kofoid Completion Date: 03.01.91

(4). Schedule visits to liberal arts colleges in the four-state area to talk with students interested in a graduate degree.

Person Responsible: McCrone Completion Date: 04.01.91

STRATEGY 4. Maintain a data base of students who have taken a course offered through continuing studies within the past 36 months.

(1). The Division of Continuing Studies will provide a detailed plan for recruitment and retention in order to develop the optimum number of inquiries for the 1991 Fall Semester.

Person Responsible: Gorman Completion Date: 12.01.90

(2). Mail class schedules to all students and area businesses in the current data base (approximately 7,000).

Person Responsible: Gorman Completion Date: 06.15.91

(3). Send class schedules to new inquiries and add names and addresses to the data base.

Person Responsible: Gorman Completion Date: 06.15.91

APPLICANTS

STRATEGY 1. Secure 2,000 applications from qualified undergraduate students.

(1). Continue to utilize the ACT-APP concept in responding to students who designate PSU as one of their choices at the time of taking the ACT. In addition to a personalized letter, each non-applicant will receive a partially completed application form to use to apply for admission.

Person Responsible: Parker, Davidson Completion Date: 10.15.90

(2). Develop special strategies to assist interested students who need and qualify for financial assistance in order to attend PSU. Place special emphasis on students who do not qualify for in-state fees.

Person Responsible: Parker, Hopkins Completion Date: 12.01.90

(3). Develop within the Office of Admissions a mailing center to respond to all first requests for general information, including enclosures normally sent by academic departments and other University offices. Phase in the operation during the current year on the following schedule: two academic departments immediately, four additional departments by October 15, six more departments by December 1, and add the remaining departments and service offices by February 1, 1991. Continue to refer inquiries requesting specific or detailed information to the proper department of office for a p personalized response. Such inquiries would request information not readily answered by materials in the Office of Admissions.

Person Responsible: Parker Completion Date: 02.01.91

(4). In all contacts, both on-campus and off-campus, admissions staff will encourage interested students to complete the application form at the earliest possible date.

Person Responsible: Davidson Completion Date: 06.15.91

(5). Promptly respond to all inquiries. The admissions office will send a personalized letter with enclosures of a general nature such as scholarship and financial aid brochures, housing information, etc.

Person Responsible: Davidson Completion Date: 06.15.91

(6). Maintain and continue to improve a system of continuous contacts with students in the inquiry pool through personalized letters, telemarketing, newsletters, activities both on and off-campus and special events. The system will be documented in a scope and sequence plan in diagram form.

Person Responsible: Davidson Completion Date: 06.15.91

(7). Encourage all students and their parents to visit the campus when responding to inquiries.

Person Responsible: Davidson Completion Date: 06.15.91

(8). Maintain and continue to improve the quality of the campus visit of individual students and their parents. Especially important to this concept is a well organized agenda with quality contacts with campus personnel consistent with the interests of the student. Admissions will schedule a wrap-up session at the end of the visit to make certain everything went well and to ask the student to complete an application for admissions.

Person Responsible: Davidson Completion Date: 06.15.91

(9). Continue to make follow-up contacts through telemarketing with all students in the inquiry pool and with other students utilizing special projects that support all levels of recruitment and retention.

Person Responsible: Parker, Davidson Completion Date: 06.15.91

(10). Provide information on scholarships through direct contact, by mail and through the high school and community counselors, including the use of special bulletin board flyers.

Person Responsible: Parker, Hopkins Completion Date: 06.15.91

STRATEGY 2. Secure 150 applications from qualified students wanting to complete a program offered through the Technical Education Center.

(1). Develop a plan for prompt follow-up on requests for information concerning TEC programs. The Office of Admissions will assist in developing the plan and the processes necessary to implement successfully the procedures.

Person Responsible: Parker, Johnson Completion Date: 11.01.90

(2). Utilize telemarketing facilities to encourage interested students to apply for admission as early as possible.

Person Responsible: Parker Completion Date: 06.15.91

STRATEGY 3. Secure 650 applications from qualified students interested in a graduate program of studies.

(1). Develop a comprehensive follow-up procedure (scope and sequence) in order to stay in contact with prospective graduate students who have expressed an interest in securing a graduate degree at PSU.

Person Responsible: Parker, McCrone Completion Date: 12.01.90

(2). Monitor the referrals made to department personnel to assure that appropriate follow-up contacts are completed in a timely fashion.

Person Responsible: Parker Completion Date: 06.15.91

(3). Utilize the telemarketing facilities for appropriate follow-up contacts.

Person Responsible: Parker Completion Date: 06.15.91

STRATEGY 4. Secure 50 applications from new students interested in enrolling in courses offered through Continuing Studies.

(1). Include in the comprehensive recruitment and retention plan activities that will encourage interested students to enroll in courses offered through Continuing Studies.

Person Responsible: Gorman Completion Date: 12.01.90

(2). Utilize methods of evaluation and surveys to meet the expressed needs of continuing studies students in terms of time, place, and course offerings.

Person Responsible: Gorman Completion Date: 06.15.91

ENROLL STUDENTS

The final phase in the sequence of moving new students through the stages of the admissions procedures is one of the keys to succeed in achieving Objective A to enroll 6,000 students at Pittsburg State University for the 1991 Fall Semester. All of the strategies and functions listed previously will be factors in providing the yield needed to succeed in enrolling the desired number of students.

STRATEGY 1. Develop procedures to facilitate the enrollment of all students, both new and continuing.

(1). Provide well-constructed class schedules distributed as early as possible and available to all interested students.

Person Responsible: Christensen Completion Date: 03.01.91

(2). Offer classes of the nature needed by students at times and places that will enable and encourage students to enroll.

Person Responsible: Ratzlaff Completion Date: 06.15.91

(3). Process financial aid and scholarship awards at the earliest possible time. Develop closer coordination between the Scholarship Committee, the Office of Development, and the Office of Fiscal Affairs.

Person Responsible: Hopkins Completion Date: 06.15.91

OBJECTIVE B
Maintain and improve an on-going training program for the admissions staff.

STRATEGY 1. The Director of Admissions will develop and conduct training and orientation procedures and sessions.

(1). Schedule meetings with academic and service chairs and directors to review programs and services available to students. Include all unclassified staff in admissions.

Person Responsible: Davidson Completion Date: 09.30.90

(2). Develop a comprehensive scope and sequence procedure that will address the issues of data input, inquiry response, tracking of results, referrals, and other aspects of daily and on-going procedures necessary to accomplish the enrollment goals and objectives.

Person Responsible: Parker, Davidson Completion Date: 11.01.90

(3). Schedule and conduct in-service meetings for classified and graduate assistants in admissions.

Person Responsible: Davidson Completion Date: 06.15.91

(4). Designate the classified staff member(s) to conduct in-service meetings for student employees.

Person Responsible: Davidson Completion Date: 06.15.91

(5). Assign a staff member to coordinate the functions of the University Student Ambassadors and provide the needed training.

Person Responsible: Davidson Completion Date: 06.15.91

STRATEGY 2. Develop guidelines, supporting materials, and script for making presentations to prospective students. The Director of Admissions, in coordination with the Director of Enrollment Services, will be responsible for these activities.

(1). Prepare copy and operational procedures for standard presentations to students at CPC's school visits and other opportunities to present information to prospective students, their parents, and high school and community college counselors.

Person Responsible: Parker, Davidson Completion Date: 09.30.90

(2). Conduct rehearsal sessions for developing effective presentations. Utilize the assistance of the Assistant Director of Admissions and other University staff as consultants.

Person Responsible: Davidson, Peterson Completion Date: 09.30.90

STRATEGY 3. Provide opportunities for continued professional growth of the entire admissions staff.

(1). The professional staff in the Office of Admissions will participate in workshops at the state, regional and national level including the national conference of the American Association of Collegiate Registrars and Admissions Officers.

Person Responsible: Parker Completion Date: 06.15.91

(2). Develop and maintain a library of publications to provide access to current professional information.

Person Responsible: Parker, Davidson Completion Date: 06.15.91

GOAL II
MAINTAIN CAMPUS-WIDE PARTICIPATION IN THE RECRUITMENT PROCESS TO INCLUDE ALL MEMBERS OF THE UNIVERSITY COMMUNITY.

OBJECTIVE A
Active participation of the entire University community in the recruitment of new and qualified students.

STRATEGY 1. Create an atmosphere and understanding of the role of each University member in the recruitment and enrollment process.

(1). Develop guidelines outlining opportunities to participate in recruitment and retention.

Person Responsible: Parker, Minton Completion Date: 10.25.90

(2). Conduct in-service sessions of the various segments of the University staff to discuss the importance of recruitment and retention and to outline opportunities to participate.

Person Responsible: Parker, Minton Completion Date: 12.01.90

(3). Incorporate within the structure of faculty and staff evaluation, the aspect of active participation in the recruitment and retention efforts.

Person Responsible: Ratzlaff Completion Date: 05.01.91

STRATEGY 2. Improve the quality and availability of the University departmental recruitment materials.

(1) Develop a comprehensive plan for the production of videos to use in presenting general and specific information about the University and its various programs.

Person Responsible: Parker, Carter Completion Date: 12.01.90

(2). Develop a comprehensive plan for the FY 92 budget for the development of University-wide publications to be coordinated through the Office of Public Relations.

Person Responsible: Parker, Carter Completion Date: 03.01.91

STRATEGY 3. Improve the quality and availability of institutional response to initial inquiries and follow-up.

(1). Each responding division of the University will develop a plan for the personalized and timely response to requests for information not covered by materials provided by the Office of Admissions or Graduate Office.

Person Responsible: Parker, Chairs Completion Date: 11.01.90

(2). Develop copy for a personalized letter from each department to be sent to each new student admitted to the University with a designated major.

Person Responsible: Parker, Chairs Completion Date: 11.01.90

(3). Prepare copy in Student Affairs for a personalized letter to be sent to each new student admitted without a declared major.

Person Responsible: Minton Completion Date: 11.01.90

(4). Incorporate the development of a University mailing center located in the Office of Admissions. Listed previously under Applicants Strategy 1 (3).

Person Responsible: Parker Completion Date: 02.01.91

STRATEGY 4. Improve the level of participation of the Division of Enrollment Services in University sponsored activities.

(1). Compile an annual calendar of departmental activities that bring prospective students to campus.

Person Responsible: Carter Completion Date: 10.20.90

(2). Participate to the extent possible in off-campus activities important to the goals and objective of recruitment and retention involving the areas of recruitment, financial aid, and retention.

Person Responsible: Parker Completion Date: 10.25.90

(3). Utilize each on-campus activity for prospective students to present some information about PSU. When possible, an opening session should be conducted with participation of personnel from Enrollment Services.

Person Responsible: Parker Completion Date: 06.15.91

(4). Provide a display of materials in a highly visible location in connection with these activities for prospective students.

Person Responsible: Davidson Completion Date: 06.15.91

GOAL III
MAINTAIN CAMPUS-WIDE PARTICIPATION IN THE UNIVERSITY RETENTION EFFORTS.

The success of Pittsburg State University and the success of its students are inseparable. Successful retention efforts begin with consciously projecting the areas of student learning, growth, and development as operating priorities for the University. The quality of an institution ought to be measured by its contribution to student learning and development, by the motivation of students to persist in the completion of their educational goals, and by the ability of students to fulfill successfully a variety of adult roles after graduation. Assessing the quality of the University means focusing on outcomes in a fairly intense way.

Achieving dramatic improvement in student retention is not a matter of reducing academic standards or implementing gimmicks. In fact, the very same qualities and programs that promote student satisfaction and persistence enhance every aspect of campus life. (Noel/Levitz, 1988)

OBJECTIVE A
Improve the existing campus retention efforts.

STRATEGY 1. Develop guidelines and procedures to support the enhancement of retention efforts.

(1). Revise the code system for better identification and reporting for the undeclared major program and prepare faculty advisor manuals and an undeclared major student brochure.

Person Responsible: Minton, Cook Completion Date: 10.01.90

(2). Utilize the Pitt Adjustment Contact Team (PACT) to contact all new local students by telephone and monitor referrals during the month of September, 1990.

Person Responsible: Pierson, Kayes Completion Date: 10.01.90

(3). Establish a CARES program (Campus Advisement, Registration and Enrollment Sessions) for transfer students.

Person Responsible: Dobernig, Pierson Completion Date: 12.01.90

(4). Provide "College Success" orientation classes. Student leaders will be co-leaders with Student Affairs staff. Adult sessions will be offered for the 1990 Fall Semester.

Person Responsible: Pierson Completion Date: 12.01.90

(5). Publish the University follow-up plan for Student Satisfaction survey results.

Person Responsible: Minton, Wilkinson Completion Date: 01.30.91

(6). Expand the faculty advising training program scheduled before the beginning of the Fall Semester to include teaching assistants.

Person Responsible: Aubuchon, Hilt Completion Date: 04.10.91

(7). Publish a report on the mathematics and English course placement data.

Person Responsible: Wilkinson Completion Date: 06.15.91

OBJECTIVE B
Develop outcome-based retention efforts.

STRATEGY 1. Appoint a coordinating committee responsible for monitoring and developing goals. Suggested participants will include the Vice President for Academic Affairs, one Dean, one Department Chair, the Vice President for Student Affairs, the Director of Institutional Research, the Director of Enrollment Services, and the Registrar.

(1). Survey the results of the present initiatives and data and present a comprehensive report of the outcomes of the present retention-related programs which include Faculty advisor training for the undeclared majors program, Orientation and "College Success" activities; i.e., PACT, mathematics and English course placement and student satisfaction surveys.

Person Responsible: Minton Completion Date: 06.15.91

(2). Develop a plan and budget, along with numerical goals, for future "intrusive" activities based on the report.

Person Responsible: Minton Completion Date: 06.30.91

OBJECTIVE C
Utilize faculty and staff to enhance the retention of transfer students.

STRATEGY 1. Identify available sources of faculty and staff with potential to participate in the transfer retention effort.

(1). Provide specific information materials for transfer students under the direction of the Assistant Director for Adult Students utilizing stated student needs as expressed in OWLs/community college interviews.

Person Responsible: Minton Completion Date: 02.01.91

(2). Develop a system for a feedback information loop between PSU campus applicants and continuing studies representatives in community colleges in Southeast Kansas. Each potential student will be contacted at the area college by the continuing studies representative to discuss transfer plans.

Person Responsible: Kelting, Nellis Completion Date: 06.15.91

OBJECTIVE D
Improve the "early warning" services for all students.

STRATEGY 1. Develop a comprehensive plan for intrusive assistance.

(1). Appoint a coordinating committee to review data available at PSU for "at risk" students and present a report for targeted programs. Suggested participants will include the Vice Presidents for academic and student affairs, Assistant Director of Minority Students, the Assistant Director for New Student Programs, the Athletic Program Advisor, the Advisor of the School of Business, the Assistant Dean of the School of Education, and a Representative from the Department of Nursing.

Person Responsible: Minton Completion Date: 01.31.91

(2). Provide required group meetings for all students entering the 1991 Spring Semester with a GPA of less than 2.0. The meetings will provide specific help to students and feedback to the University. Meetings will be scheduled and conducted by the "early warning" committee.

Person Responsible: Minton, Deans Completion Date: 04.01.91

STRATEGY 2. Reinforce positive student-centered attitudes throughout the University by developing regular, intrusive support mechanisms.

(1). Appoint a review committee consisting of the Director of Personnel, the Director of Admissions, the Director of Public Relations, a Department Chair, a Classified representative, a student employee representative, and a student government representative.

Person Responsible: Minton Completion Date: 12.01.90

OBJECTIVE E
Develop a pro-active position in managing and directing the extension of the positive images of the University.

STRATEGY 1. Provide a consistent image of the success of current students and alumni.

(1). Emphasize in public announcements and news releases information concerning specific areas of accomplishment such as institutional retention, success of students after graduation, satisfaction of employers with grades and program completers, alumni satisfaction, and performance and accomplishments of alumni.

Person Responsible: Carter Completion Date: 06.15.91

STRATEGY 2. Reinforce the positive images of the PSU educational experiences.

(1). Appoint a review committee consisting of the Director and Assistant Director of Public Relations, Director of Career Planning and Placement, the Director of Alumni Relations, a Dean, a Department Chair, the Advisor of Student Publications, and the Chair of the University Planning Committee.

Person Responsible: Carter Completion Date: 12.01.90

GOAL IV
UTILIZE AN ON-GOING SYSTEM OF GATHERING DATA NECESSARY TO ANALYZE AND PREDICT TRENDS AND EVENTS THAT HAVE AN IMPACT ON STUDENT RECRUITMENT AND RETENTION.

OBJECTIVE A
Improve the existing management information system to support directly Goals I and II while at the same time provide the quality of information necessary to support initial retention efforts.

The student data currently collected through the normal admissions and registration process, coupled with the data (the ACT Student Opinion Survey and the CIRP) collected biannually, provides a wealth of information pertaining to enrolled students. However, when viewing a student's college experience utilizing a "student flow model" as a starting point, several critical sets of data are missing.

STRATEGY 1. Implement the University Strategic Student Information Plan. A copy of this plan is available in the Office of Institutional Research. This strategy highlights three important and interrelated issues which need to be addressed.

(1). Coordinate several different offices that collect various components of the wide array of data to access and manipulate this information more easily.

Person Responsible: Wilkinson, Keith Completion Date: 12.01.90

(2). Collect sufficient and consistent data pertaining to why students stay or leave.

Person Responsible: Wilkinson, Keith Completion Date: 01.31.91

(3). Collect additional types of information necessary to assess the effectiveness of the various recruiting programs.

Person Responsible: Wilkinson, Keith Completion Date: 02.01.91

(4). Select from the Strategic Student Information Plan critical items of data necessary to monitor recruitment and retention.

Person Responsible: Wilkinson, Minton Completion Date: 03.01.91

SPECIAL RECRUITMENT INITIATIVES

The following objectives are directed to the recruitment of special student markets and to the image enhancement of Pittsburg State University.

OBJECTIVE A
Devise strategies to increase the enrollment effort for special student segments.

STRATEGY 1. Increase the effort to recruit minority students totaling 10% of the enrollment. Corollary to this strategy is a recognized need for minority faculty and staff to provide role models for current and prospective new minority students.

(1). Seek the assistance of alumni who teach in schools with significant numbers of minority students and request names and addresses of minority students.

Person Responsible: Davidson, Bateman Completion Date: 09.01.90

(2). Identify minority alumni to request assistance in recruiting minority students.

Person Responsible: Davidson, Bateman Completion Date: 11.01.90

(3). Devise a method to enable current University minority students to identify and visit with prospective minority students in their home high schools during the holiday break.

Person Responsible: Parker Completion Date: 11.15.90

(4). Work with social and other agencies that are in contact with or represent prospective minority students and seek opportunities to provide information about PSU.

Person Responsible: Parker Completion Date: 12.01.90

(5). Visit high schools and community colleges with large enrollments of minority students.

Person Responsible: Davidson Completion Date: 03.15.91

(6). Effectively utilize the EOF awards to assist out-of-state students meet the increased cost of non-resident fees.

Person Responsible: Parker Completion Date: 03.15.91

(7). Attend special events organized to assist minority students with their college planning.

Person Responsible: Davidson Completion Date: 06.15.91

STRATEGY 2. Identify and recruit non-traditional students.

(1). Place posters and flyers in public areas that attract non-traditional students in order to identify those who are interested in attending college.

Person Responsible: Davidson Completion Date: 12.01.90

(2). Investigate the effectiveness of using advertising to identify and attract non-traditional students.

Person Responsible: Carter Completion Date: 12.01.90

(3). Utilize the experience of the OWLs (Older, Wiser, Learners) to determine how best to identify and attract non-traditional students.

Person Responsible: Davidson Completion Date: 06.15.91

STRATEGY 3. Identify and recruit international students.

(1). Prepare for distribution a four-color brochure to provide basic information to prospective international students.

Person Responsible: Parker, Ayers Completion Date: 12.01.90

(2). Distribute University material, including application forms, to agencies in contact with international students wishing to study in the United States.

Person Responsible: Parker, Ayers Completion Date: 12.01.90

(3). Develop additional exchange agreements with colleges and universities outside the United States.

Person Responsible: Wilson Completion Date: 06.15.91

(4). Utilize faculty and staff in out-of-country visits to talk with prospective students.

Person Responsible: Wilson Completion Date: 06.15.91

STRATEGY 4. Develop special recruitment plans for the School of Technology and Applied Science.

(1). Technology staff will present a visitation schedule for additional networking visits, including greater Kansas City and Wichita, to the Director of Enrollment Services by November 1, 1990.

Person Responsible: Ratzlaff, Sullivan Completion Date: 11.01.90

(2). Technology departments will utilize mail center services in admissions to formalize the additional mail recruitment efforts.

Person Responsible: Parker, Chairs Completion Date: 12.01.90

(3). Technology staff will present a written recruitment plan for graduate students from four-year schools in the four-state area which do not offer graduate technology programs. Technology will review scholarship funds to make sure that all awards are used to the best advantage to recruit new students.

Person Responsible: Sullivan Completion Date: 12.01.90

(4). Technology faculty will schedule visits to community colleges in St. Louis and Greater Kansas City, Missouri, and Miami and Tulsa, Oklahoma, with a member of the Admissions staff.

Person Responsible: Parker, Sullivan Completion Date: 03.15.91

(5). Technology faculty who accompany Admissions Counselors to area high schools and community colleges will make prior arrangements to network with teaching faculty and to present the Technology video in class.

Person Responsible: Sullivan Completion Date: 06.15.91

OBJECTIVE B
Raise and enhance the recognition (image) of Pittsburg State University with emphasis on the four-state area and larger metropolitan centers in Kansas and Missouri.

STRATEGY 1. Develop and expand the methods of gaining public attention through a variety of means.

(1). Explore the potential of advertising in major metropolitan areas.

Person Responsible: Parker, Carter Completion Date: 12.01.90

(2). Encourage all faculty and staff to submit items of interest for release to the appropriate media.

Person Responsible: Carter Completion Date: 06.15.91

(3). Utilize the University speakers bureau to address groups in various communities in the primary target areas.

Person Responsible: Carter Completion Date: 06.15.91

(4). Utilize newsletters to keep interested publics aware of new developments on campus and achievements of University staff.

Person Responsible: Carter Completion Date: 06.15.91

(5). Improve the appearance of the campus, both internally and externally. Replace worn carpeting and paint walls on a regular and rotating basis as funds become available.

Person Responsible: Patterson Completion Date: 06.15.91

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